

Coastal Management Program

**USE AND PEOPLE'S
PERCEPTIONS OF
WATERFRONT WALKWAYS**

**THREE CASE STUDIES
IN WISCONSIN:
MANITOWOC, SHEBOYGAN
AND MILWAUKEE**

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IN WISCONSIN:
MANITOWOC, SHEBOYGAN
AND MILWAUKEE**

**BY
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1990

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EXECUTIVE SUMMARY

The purpose of this document was to obtain information about the effectiveness of federal and state expenditures for construction of waterfront walkways as part of Wisconsin's coastal communities waterfront redevelopment efforts.

Many of the Wisconsin Coastal Management Program funds have been directed to support waterfront redevelopment in the coastal communities of Wisconsin (Lake Michigan and Lake Superior) and to increase public access in the coastal zone. Specifically, many of the funds from this program have been allocated for the construction of public waterfront walkways.

Three locations where the Wisconsin Coastal Management Program has allocated federal and state funds for construction of waterfront walkways were analyzed. (Manitowoc, Sheboygan and Milwaukee).

To obtain information about the use of these facilities, counts of people using the walkways during the summer on different days, at different locations, and at different times of the day were taken for each community. To obtain people's perceptions of the facilities, random interviews of walkway users and local business owners were conducted.

The information gathered from this research showed that in all of the communities, each of the waterfront walkways was extensively used. The main difference in the amount of use depends basically on the location of a particular segment of the walkway. In general, the more attractions provided, the more use the particular segment received.

The waterfront improvements in all of the communities, specifically the waterfront walkways, are highly appreciated by the users of the facilities. People using the waterfront walkways and merchants of the area thought the waterfront improvements are indeed an important asset for the community.

The Wisconsin Coastal Management Program was proud to learn that Program funds are assisting in the economic revitalization of Wisconsin's coastal communities. The waterfront access projects are used and appreciated by the public. These projects contribute to the overall economic well-being of the recipient communities, enhance the area and attract tourists.

I. INTRODUCTION

The WCMP first received funds earmarked for waterfront redevelopment projects in FY 1986. Since that year, in average, over 50% of the total monies available for coastal grants have been allocated for construction projects.

Eligible projects under these grants must be within the parameters set under Section 306A of the Coastal Zone Management Act. These funds, also known as low-cost construction grants, may be used for non-capital intensive projects. Examples of eligible projects for construction grants are: Improvements to waterfront parks, construction of waterfront walkways, boatramp construction and rehabilitation, and other low-cost construction projects which provide public access to the waterfront. Ever since the WCMP made monies available for construction projects, many of these grants have been allocated for developing walkways along the waterfront, which local communities feel are essential elements for waterfront development efforts.

There has been some concern about the extent of use and the importance of walkways along the waterfront which are funded by the WCMP. Questions have been raised whether this is the best allocation of WCMP grants, or whether these funds might better be spent on other types of projects.

The intention of this document is to provide the WCM Council with some data gathered at three sites where the WCMP has allocated grants for construction of waterfront walkways. The chosen sites were Milwaukee, Sheboygan and Manitowoc. Milwaukee was chosen because the city is planning a major riverfront walkway development, of which the WCMP has already been a part. Milwaukee also represents an urban area in a downtown location. The other two sites, Sheboygan and Manitowoc, were chosen because the WCMP has allocated a large amount of funds in developing the walkways along the waterfront in these areas. These locations also represent sites that are basically tourist-oriented.

The reader must be aware that the data presented in this study refers only to events recorded on specific days during July, August and September. This may represent a typical behavior of events that occur during the summer. However, by no means are we suggesting that extrapolating the data gathered would give an accurate description of events that happen throughout the year. In order to achieve this, we would need a different research methodology which would include statistically accurate sampling tools and other types of data collection techniques.

II. THE RESEARCH QUESTION

The WCMP has funded several waterfront walkways in coastal communities. These walkways are part of the communities' overall waterfront redevelopment efforts.

The question to be addressed in this study is the following:
How much are walkways funded by the WCMP used, and what is the significance of these facilities to the users and to members of the community?

Operational Definitions

To create a uniform criteria for the issues which are going to be analyzed, there must be a common understanding of main terms used. In research methodology in social sciences, this set of definitions is known as operational definitions. In this study, the operational definitions in the research question are the following:

Walkway or Walk: A passage for walking or jogging along a riverfront, lakefront or in an area close to the waterfront.

The use of walkways: The physical count of people using the walkways at different times of day, at different locations and at different sections of the walkway.

In this study, the walkways analyzed were divided into sections. This was done so that counts could be taken in specific locations. For example, a walkway that was about one mile long was divided into four segments. Counts could then be taken at each of the four segments at different times on different days.

Regarding the use of the walkways, we can surely affirm that there is no "average" use of these types of facilities. An average use is unknown and very difficult to attempt to define. Variables such as community attractions, day of week, time of the day and weather, among others, will affect the use of the walkways. Walkways may be used less on a Tuesday morning than on a Friday afternoon; however, this may differ considerably from the use the facility may get on a weekend or a holiday. The location of the segment of the walkway will also affect the amount of use of the facilities. The facility may be more heavily-used closer to where other amenities exist and lesser-used the farther one moves away from the major attraction of the area.

Significance: The expression of a reason for having something, which in this study is having the walkways in the area.

The significance of walkways was accounted for in the following terms: 1) The opportunity cost of the investment of the facility (the shadow price of the investment). This was measured in terms of the perceptions of the people of the location for having walkways in their area as opposed to not having them. 2) The return for the investment. This was measured by perceptions of area merchants of business they may obtain because of the existence of the facilities.

III. DESIGN OF THE STUDY

Methodology

Two of the main problems encountered when conducting social research are: 1) the issue of choosing an appropriate research methodology to address the specific question to be analyzed, and 2) the time and resources available when conducting the research. There may not be a single research method which can be perfectly applied to the problem to be studied. While some methods concentrate on gathering data concerning a few factors from a large number of social units, others make an intensive study of a limited number of units. Time and resources necessary to conduct the research

are also determining factors on the type of research chosen to analyze the problem. Usually, the more time and resources available, the more thorough a study.

Several research methods were considered for this study: correlation studies, trend studies, path analysis studies, survey studies, forecast studies, etc. For the type of problem and time available for the research, the multiple case study method was felt most appropriate to analyze this problem.

The multiple case study is a variation of the case study method. The case study method refers to the investigation of a particular unit. The case method employs as a unit of analysis a situation, an individual, or in our case, a walkway in a community. The case study method is a scheme of organizing specific data of a unit that explains the current situation of the unit under analysis. The advantage of the case study method over other methods is that it takes into consideration the time involved in the study. The analysis done with this method will specifically refer to the series of events studied at the units of analysis at that particular time, in this case from July to September.

The case study method usually collects data through verbal and non-verbal acts. Verbal acts are the expressions and feelings about a particular issue or thing. Non-verbal acts

can be characterized by the behavior or reaction of a person with respect to something in particular.

Procedures

As a means of gathering data for this study, interviews and structured observation (methods used to analyze information in the case study method), prove to be reliable and useful techniques. Many people are more willing to communicate orally than in writing, and therefore will provide more data readily and fully in an interview than on a questionnaire. Indeed, several advantages accrue from the friendly interaction in an interview that can not be obtained in a limited, impersonal questionnaire contact. The interviews for this research were conducted by a University of Wisconsin student who in a face-to-face meeting was able to encourage subjects and to probe more deeply into an issue. The interviewer acquired information that many times would not have been conveyed in written replies. By asking leading questions, through a guided conversation, structured interviewing led to obtaining the information and data needed for this study.

By using comments such as - "could you repeat that, could you tell me more about that" - the student encouraged interviewees to relate their impressions in their own words.

Interviewing served best to obtain information, impression, perceptions and feelings that could be verbally reported.

The main issues discussed with the users of the walkways during the guided conversation were: origin of the interviewees (residence), main reason for being at the location, how often the interviewee visited the site (times per year), plans for their stay in the area, interviewee's awareness and opinion of the waterfront (especially of the walkway), perceptions of the walkway, having the walkway versus not having it, etc.

The main issues discussed during the guided conversation with the local merchants were: awareness of the waterfront, opinion of the walkways, how they felt the waterfront affected their business, etc. Similar to the interviews with the users of the walkway, the interviews with the merchants were done on a random basis. Managers or owners of the businesses were interviewed, rather than store clerks. Interviews with merchants at the three locations took place on a weekday when the interviewer felt they would be more responsive and not too busy with normal business activities. In general, most of the business people interviewed were very cooperative; however, some of the merchants were very sensitive talking about their business.

Observation is a tool that is complementary to interviewing, and very helpful in our case to account for the amount of use the walkways receive. Structured observation was used to obtain information about use of the facilities. Structured observation was used to record those variables important to the study. In this case, the structured observation took account of those people using the facilities for any purpose. For example, recorded observations included the use of the walkways for walking, biking, jogging, watching boats, reading, taking pictures, skateboarding, etc.

The chronological field research included the following site visits:

<u>Date</u>	<u>Day</u>	<u>Location</u>
July 2	Sunday	Manitowoc
July 3	Monday	Manitowoc
July 4	Tuesday	Manitowoc
July 15	Saturday	Sheboygan
July 16	Sunday	Sheboygan
July 20	Thursday	Manitowoc
July 21	Friday	Manitowoc
July 26	Wednesday	Sheboygan,
July 27	Thursday	Sheboygan
August 1	Tuesday	Milwaukee
August 2	Wednesday	Milwaukee
August 12	Saturday	Manitowoc
August 13	Sunday	Manitowoc
August 19	Saturday	Milwaukee
August 20	Sunday	Milwaukee
August 24	Thursday	Milwaukee
August 25	Friday	Milwaukee
August 30	Wednesday	Manitowoc
August 31	Thursday	Manitowoc
September 2	Saturday	Sheboygan
September 3	Sunday	Sheboygan
September 4	Monday	Sheboygan

To record the number of people using the walks, a two hour count was considered for any given site. Observation forms used to record the use of the walkways appear in the appendix of the study.

Selection of Subjects

The target approach technique was felt to be most appropriate to obtain information from the subjects of analysis. The target approach involves interviewing and observing those people who are directly involved in the research question, i.e., walkway users and local businessmen. Interviews to uncover the perception of the walkways were made on a random basis with the users of the walkways. Interviews and observation took place at the three locations (Sheboygan, Manitowoc, and Milwaukee). Interviews of walkway users and counts of the users took place at different segments of the walkways at different dates and different times. Interviews with the merchants were done with the businesses of the area. The interviews made by the field researcher were done on a random basis. This means that whenever the interviewer felt there was an opportunity for an interview, the researcher made an attempt to get an interview. While most of the interviewees were very cooperative and to a certain degree excited to participate in the research and express their opinions, some other (very few) subjects rejected the interviewer. The main reason for rejection was lack of time available.

It is very important to mention that for the first site visits (that is, three site visits to Manitowoc, two to

Sheboygan and one to Milwaukee), the interviewer did not specifically pay attention to those handicapped people using the walkways. In retrospect, the field researcher does not recall observing obviously handicapped people, or interviewing any of them, during those site visits. From the seventh site visit on, the field researcher was instructed to pay attention to handicapped people using the walkways, or as an alternative, to people using strollers, who may also appreciate handicapped facilities.

IV. ANALYSIS OF DATA

MANITOWOC

The waterfront walkway in Manitowoc is about 1.3 miles long. It starts at the busiest area of the waterfront, the Maritime Museum. The walkway runs along the waterfront of a recently built hotel, the waterfront of the YMCA, through a small beach, along Manitowoc's marina, along highway 42 through a park, into a nature area and ends at a main avenue almost perpendicular to Highway 42.

For the study, the walkway was divided in four segments.

Segment Number 1 (Museum Section)

This first segment includes the portion from the Maritime Museum to the waterfront section of the Inn on Maritime Bay Hotel. (About 1,400 feet.)

Segment Number 2 (Marina Section)

This section includes the portion of the walkway from the YMCA to the end of the Marina. This segment crosses a small beach near the YMCA. (About 2,300 feet.)

Segment Number 3 (Shelter Section)

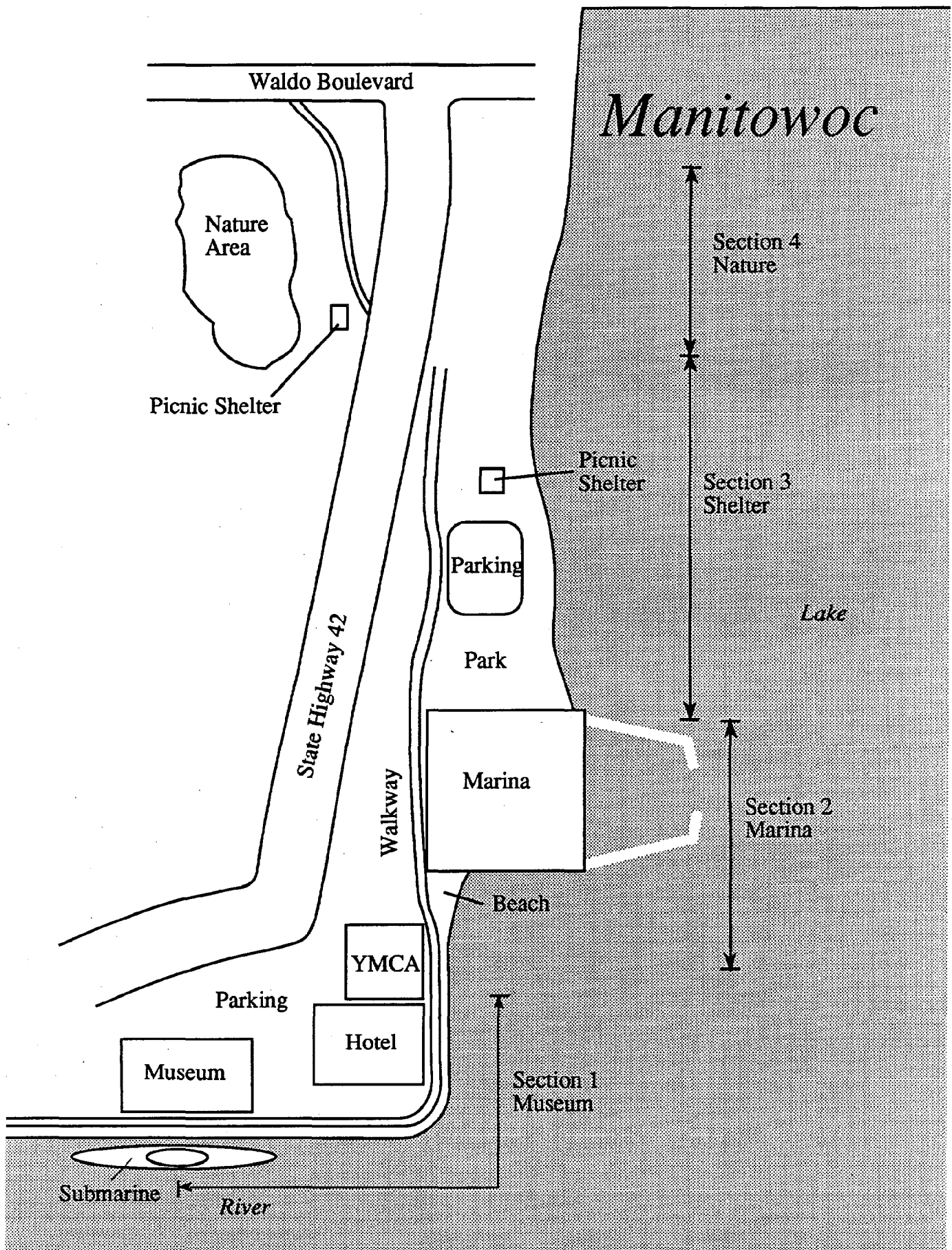
This section includes the walkway from the end of the marina to where the walkway crosses Highway 42. This portion of the

walkway goes through a waterfront park which has a shelter, picnic amenities, a large parking lot etc. Right across the picnic area there is breakwater which projects into lake Michigan. This is a major attraction of the area.

(The length of this segment of the walkway is about 2,200 feet.)

Segment Number 4 (Nature Section)

This portion of the segment includes where the walkway starts on the west side of Highway 42. The walkway goes by a picnic shelter, through a nature area to where the walkway meets Waldo Boulevard. (About 1,050 ft.)



To obtain a better picture of how much use the walkway in Manitowoc receives, four site visits were scheduled. One site visit included the 4th of July weekend. The other three were randomly dispersed during the summer, with an attempt to sample every day of the week.

The site visit days were the following:

<u>DAY</u>	<u>DATE</u>	
Sunday	July 2	
Monday	July 3	(holiday
Tuesday	July 4	weekend)
Thursday	July 20	
Friday	July 21	
Saturday	August 12	
Sunday	August 13	
Wednesday	August 30	
Thursday	August 31	

Observation of the use of the walkways was performed randomly. Observation took place at all sections of the walkway at different times of day. Each count was recorded during a two hour time period. Note that the information reported below refers to those counts recorded at each segment of the walk; the information does not represent the total number of users at all segments of the walkway on a given day.

July 2, 3 and 4 (Sunday - Tuesday)

During the 4th of July weekend a total of 18 hours of observation was recorded. The information obtained was the following:

<u>Date</u>	<u>Total hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Sunday July 2	4	448 (Inf. recorded at Shelter and Museum segments)
Monday July 3	8	341 (Inf. recorded at all 4 segments)
Tuesday July 4	6	452 (Inf. recorded at Nature, Marina and Shelter segments)

The highest count was recorded at the Shelter segment, which is where most of the picnic amenities are located. There is an area at this segment of the walkway which seems to be very attractive to the people. From the walkway there is a breakwater which projects into the waters of Lake Michigan. From the information gathered, it appears that this spot is heavily used. People using the walkway want to get close to the water by walking on the breakwater. Detailed information about where the data was recorded, the time of the day and the precise activity of the users of the walkway during the fourth of July weekend is presented in tables 1, 2 and 3.

Table Number 1

Manitowoc -- July 2, 1989

Two Hour Totals

Sunday, July 2 (Segment 3-Shelter) 12:40 - 2:40 pm

Adults

103 going/coming from water
50 walking
15 biking
22 watching water
18 picnic
2 jogging
1 playing frisbee
2 getting out fishing gear

213

Children

22 going/coming from water
12 walking
10 biking
2 watching water
5 picnic
1 playing frisbee

52

TOTAL 265

Sunday, July 2 (Segment 1-Museum) 3:30 - 5:30 pm

Adults

125 walking
14 biking
4 looking at water
4 taking family picture

147

Children

29 walking
7 biking

36

TOTAL 183

Sunday Total (4 hours) 448

Table Number 2

Manitowoc -- July 3, 1989

Two Hour Totals

Monday, July 3 (Segment 3-Shelter) 10:00 - 12:00 am

Adults

71 going/coming from water
21 walking
25 biking
3 picnic
8 watching water
1 sorting fishing gear

129

Children

33 going/coming from water
11 walking
17 biking
1 picnic
1 watching water

63

TOTAL 192

Monday, July 3 (Segment 2-Marina) 12:30 - 2:30 pm

Adults

32 walking (beach area)
12 walking (past marina)
3 biking (beach area)
3 biking (past marina)

50

Children

8 walking (beach area)
4 walking (past marina)
10 biking

22

TOTAL 72

Monday, July 3 (Segment 4-Nature) 3:30 - 5:30 pm

Adults

6 walking
1 jogging
1 walking/biking

8

Children

3 walking
1 biking

4

TOTAL 12

Monday, July 3 (Segment 1-Museum) 6:15 - 8:15 pm**

Adults

38 walking
4 biking
1 taking picture

43

Children

15 walking
7 biking

22

TOTAL 65

**NOTE: it began to rain at 7:25 p.m.

Monday Total (8 hours) 341

Table Number 3

Manitowoc -- July 4, 1989

Two Hour Totals

Tuesday, July 4 (Segment 4-Nature) 9:00 - 11:00 am

Adults

19 walking
3 jogging
6 biking

28

Children

4 walking
1 biking

5

TOTAL 33

Tuesday, July 4 (Segment 2-Marina) 11:15 - 1:15 pm

Adults

67 walking (beach area)
20 walking (past marina)
2 biking (beach area)
14 biking (past marina)
1 watching water

104

Children

4 walking (beach area)
4 biking (past marina)
3 biking (beach area)

11

TOTAL 115

Tuesday, July 4 (Segment 3-Shelter) 2:00 - 4:00 pm

Adults

181 going/coming from water
17 walking
12 picnic
12 biking
18 watching water
2 enjoying shade
1 sunbathing
1 taking pictures

245

Children

42 going/coming from water
2 walking
7 picnic
6 biking
2 getting out fishing gear

59

TOTAL 304

Tuesday Total (6 hours) 452

Interviews with Walkway Users

During the fourth of July weekend spent in Manitowoc, we conducted several interviews with walkway users. Interviews were made on a random basis. A total of 19 interviews were conducted.

Even though interviews were structured to obtain information relevant to the research, interviews were open ended. A wide range of information was recorded, especially that pertaining to people's perceptions of the waterfront and walkway. The information gathered in the interviews was summarized into what we thought was the most useful data for the research question. The main issues obtained during the interviews were the following:

1. Origin of the interviewee or permanent residence.
2. Main reason for visiting the site.
3. How often the interviewee visited the community.
4. If the interviewee was a tourist, what else he, she or they would do while staying in the area.
5. Awareness of the waterfront.
6. Interviewee's opinion of the waterfront.
7. Perceptions of the walkway.

Of the 19 people interviewed, seven people were from the City of Manitowoc, four were from within Wisconsin and eight

from out of State. The people from out of state came from all parts of the country.

In general, interviewees' opinions and perceptions of the facilities were very positive. It is especially important to note that both visitors and residents were extremely impressed with the waterfront development that exists in the community. Many of those interviewed stated that the waterfront development is definitely an asset for the community and was a reason for their visit. Some of the residents of the community stated that they were aware of how the waterfront had experienced a tremendous transformation. It was also interesting to hear that visitors from out of State thought that the waterfront facilities compare to or surpass those of other better-known communities throughout the country.

The reader will find information gathered from the interviews on the following pages. The information is very interesting and sometimes amusing. We tried to keep the information in its original form as much as possible, so that the reader can get the same perception of the comments made by the interviewees as when the actual interview was done.

Manitowoc Interviews

July 2 - 4, 1989

1 - Residence/Origin

Manitowoc
7

Wisconsin
1-Little Chute
1-N. Fond du Lac
1-Oregon
1-Fort Atkinson
4

Out of State
2-Chicago, IL
1-Tescott, KS
1-Hoffman Estates, IL
1-Minnesota
1-Grays Lake, IL
1-San Francisco, CA
1-San Diego, CA
8

2 - Reason for visiting site

- 3 - It's cooler here
- 3 - Relatives live here
- 2 - Fishing
- 2 - Exercise
- 1 - To get away, relax (had picnic, saw lake)
- 1 - Looking at town for place to retire
- 1 - Live here
- 1 - Using marina, taking an evening walk by the lake
- 1 - "Running away" -getting away from the city
- 1 - Just traveling; stopped to have a picnic
- 1 - I was born on Lake Michigan. I'm a water/boat nut. I've been to most all ports around the lake.
- 1 - We had time to kill. There are a lot of things going on so we took a Sunday drive.
- 1 - My husband wanted to walk on the pier.

3 - How often do you come here?

- 5 - First time
- 3 - 2-3 times per week
- 3 - 1-2 times per year
- 2 - 2-3 times per year
- 2 - 4 times per year
- 1 - First time in 2 years
- 1 - First time in 5 years
- 1 - First time in 6 years
- 1 - Live across from marina

4 - If a tourist, what else are you doing while in the area?

- 8 - Not applicable (live here)
- 2 - Visit Door Co.
- 1 - Visit relatives
- 1 - Sail at marina
- 1 - Fish in Lake Michigan
- 1 - Visit Fox Hills, Mishicot
- 1 - Fish, tour sub marine, take care of injured nephew
- 1 - Go camping, see submarine
- 1 - Sightsee around the area

Manitowoc Interviews

July 2 - 4, 1989

(Continued)

- 1 - Saw museum, marina**
- 1 - Visit lake/beach in Two Rivers**

5 - Awareness of waterfront

- 8 - Live here**
- 3 - Drove along lake and came across**
- 1 - Relatives live here**
- 1 - Have a boat at marina**
- 1 - Brought house boat up Lake Michigan - hitting every port**
- 1 - Fishing, been coming here for years**
- 1 - Fishing, fish boils; mom and dad came here for years**
- 1 - Friends told about area**
- 1 - Watched walkway being built**
- 1 - Dad used to bring me here when it was undeveloped**

6 - Opinion about the facilities (specifically of the walkway)

- 5 - Nice**
- 2 - Beautiful**
- 1 - Wonderful**
- 1 - Great. It's really nice and clean. It's well kept up.**
- 1 - Greatest development Manitowoc has had.**
- 1 - I'm very impressed. I like the development. The walkway adds to the area. I have been to other areas where lakefronts just have parking lots and a rundown downtown. The walkway connects different things on the lakefront, the museum, marina, etc.**
- 1 - It's great**
- 1 - Very nice. It's surprising what they have done. We can be proud of it.**
- 1 - Pretty. Looks nice.**
- 1 - They fixed it up really nice.**
- 1 - Very nice. It's a big improvement over what it used to be.**
- 1 - Nice, definitely beneficial**
- 1 - It's okay**
- 1 - They made a lot of improvements in the last 10 years. It's a nice thing.**

7 - Perception of walkway

- 1 - I have mixed feelings. The state and federal government spends a lot of money. It's nice and convenient but I question paying when it's only used 3 or 4 months in the summer for most of the activities. It's a year round investment.**
- 1 - It's an improvement, but I don't know if it's worth the money. I don't know why they went to these lengths.**
- 1 - I wish they'd do more development. They should improve the south beach (Red Arrow/Silver Creek) area.**
- 1 - It's worth the money spent. It will benefit Manitowoc in the future, if it hasn't already. It's nice the way they're developing the lakefront and the marina.**

Manitowoc Interviews

July 2 - 4, 1989

(Continued)

- 1 - I think it is worth the money. It's much better than it was before.**
- 1 - Comparing it to the San Diego walkway which is closer to the water it's nice this way because people can come closer to the water if they want to. I think it benefits the community.**
- 1 - It's a lot different from Chicago. We can come and enjoy it. It's not too crowded, even on a holiday.**
- 1 - It's definitely worth the money. If we moved here we would utilize it.**
- 1 - It's nice. I've been many places where there was no access to the water like there is here. It's definitely beneficial.**
- 1 - Definitely a very good improvement. You can't imagine the difference from before. It's very good for tourism. I have received very good comments from tourists about the area. I know of a man who has come 6 years in a row to visit.**
- 1 - When I came here 5 years ago it looked a lot different. It's definitely worth the spending as long as they take care of it. The State of Wisconsin spends a lot of money foolishly for things like welfare. I'd rather see the money spent like this. I wish they'd take care of Lake Winnebago like this.**
- 1 - It's a vast improvement. It's well worth it. We have brought friends from Montana up to this site, that's how nice we think it is.**
- 1 - It's beneficial to the area.**
- 1 - It's nicer than before. It's worth the investment.**
- 1 - In my opinion you can't spend enough on development. The docking/launching fees are more than respectable. In Chicago they're \$10, in Calumet they're \$2. Boaters use gas, restaurants, etc. and create money for the community. Wisconsin caters to the tourist-that's good. They make it nice for the boating public-Chicago doesn't. There are nice hotels on the lake. Racine is beautiful. Go to Racine, it's top shelf. Don't go to Chicago for boater facilities. That's why a lot of people from Illinois come up here.**
- 1 - This used to be a slum area part of town. This is really an improvement. It has done a lot for Manitowoc. I love to live in this part of town. I feel safe here. I would not feel that way in other parts of town. I love to sit in my front room and look down on the marina and all the people. The walkway seems to be really busy on Sundays.**

July 20 and 21 (Thursday and Friday)

This second trip to Manitowoc was conducted about 10 days after the first visit. To obtain information on different days of the week, the site visit was deliberately scheduled for a Thursday and Friday. Also, in order to achieve a comprehensive picture of walkway usage, we recorded data at different times than on the fourth of July weekend. For example, if we had recorded information at the Museum segment in the afternoon on the earlier visit, this time we recorded the information at that segment in the morning. The same was done for the other segments of the walk.

On the first day of the visit, we recorded information at the four segments of the walkway. We had a total count of 8 hours, with counts of two hours at each segment. Friday we recorded information at three sites with a total count of six hours. The information obtained was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Thursday July 20	8	274 (Inf. recorded at all 4 segments)
Friday July 21	6	237 (Inf. recorded at Museum, Marina and Shelter segments)

The usage of the walkway seems to be equally distributed on these two days of the week. Even though we recorded more people using the walkway on Thursday, the reader must remember that two more hours were spent by the researcher on this day than on Friday.

As on the fourth of July weekend, the most popular sites along the walk seem to be the Museum (Segment 1) and the Shelter (Segment 3). People at the Museum segment seem to be interested in taking a leisurely stroll while looking at the submarine outside the museum or after visiting the museum. People at the Shelter segment seemed to enjoy being close to the water; most of them walked back and forth on the breakwater here. As on the fourth of July weekend, the least used segment of the walk was the Nature area.

Precise information on the time of day the information was recorded and the activity of the users is presented in tables 4 and 5.

Table Number 4

Manitowoc -- July 20, 1989

Two Hour Totals

Thursday, July 20 (Segment 1-Museum) 10:00 - 12:00 am

Adults

108 walking
2 jogging

110

Children

14 walking
9 biking

23

TOTAL 133

Thursday, July 20 (Segment 2-Marina) 1:15 - 3:15 pm

Adults

13 walking (past marina)
7 walking (beach area)
10 biking

30

Children

1 walking (past marina)
20 biking
5 skateboarding

26

TOTAL 56

Thursday, July 20 (Segment 4-Nature) 3:45 - 5:45 pm

Adults

5 walking
1 biking
1 jogging

7

Children

4 biking

4

TOTAL 11

Thursday, July 20 (Segment 3-Shelter) 6:00 - 8:00 pm

Adults

15 walking
24 going/coming from water
11 biking
9 jogging
11 watching water from car
2 taking pictures

78

Children

4 walking
11 going/coming from water
1 biking

16

TOTAL 94

Thursday Total (8 hours) 274

Table Number 5

Manitowoc -- July 21, 1989

Two Hour Totals

Friday, July 21 (Segment 2-Marina) 8:00 - 10:00 am

Adults

18 walking (past marina)
23 walking (beach area)
3 biking
2 jogging

46

Children

3 walking ()
1 biking

4

TOTAL 50

Friday, July 21 (Segment 3-Shelter) 11:00 - 1:00 pm

Adults

20 going/coming from water
10 walking
6 biking
8 jogging
11 watching water from car
1 taking pictures
1 mowing lawn
4 picnic

63

Children

20 going/coming from water
6 walking
10 biking
1 picnic

37

TOTAL 100

Friday, July 21 (Segment 1-Museum) 1:05 - 3:05 pm

Adults

66 walking
1 jogging

67

Children

17 walking
2 biking
1 roller-skating

20

TOTAL 87

Friday Total (6 hours) 237

Interviews with Walkway Users

Five interviews were conducted during this site visit. All of the people interviewed were from within the state of Wisconsin, and one was from the City of Manitowoc. People's perceptions of the waterfront and specifically of the walkway were very positive in each of the interviews. Most of the people expressed admiration for the beauty of the area.

As in every walkway user interview, interviewees were randomly selected. It seems that people who visit Manitowoc during the week are mostly residents from the State who take a vacation and want to see a different environment and scenery than where they live.

Information from the people interviewed is described on the following page.

Manitowoc Interviews

July 20 and 21, 1989

1 - Residence/Origin

Manitowoc
1

Wisconsin
1-Two Rivers
1-Menomonee Falls
1-Milwaukee
1-Hudson
4

Out of State
0

2 - Reason for visiting site

- 1 - To take a walk along the lake
- 1 - Walking from museum to car
- 1 - Taking a mini-vacation
- 1 - Came to see lake and show it to sons
- 1 - I enjoy walking

3 - How often do you come here?

- 2 - First time
- 1 - 2nd time this year
- 1 - I come for events at the museum
- 1 - 5 days a week

4 - If a tourist, what else are you doing while in the area?

- 3 - Visiting museum
- 2 - Not applicable (lives nearby)

5 - Awareness of waterfront

- 3 - Followed path out of museum
- 1 - A friend told us about the Maritime Inn
- 1 - Live here

6 - Opinion about the facilities (specifically of the walkway)

- 1 - It's very lovely. Last week we were up in LaCrosse they have a walkway like this. It's very nice.
- 1 - It's beautiful. I really like it.
- 1 - It's nice. I really like the way its all grassy and green. It's very neat and clean.
- 1 - It's lovely. Really nice. They should have one in Milwaukee.
- 1 - It's fine. Very nice.

7 - Perception of walkway

- 1 - It was definitely worth the investment for the Maritime Inn.
- 1 - I'm happy to see this land used this way.
- 1 - It was well worth the investment.

August 12 and 13 (Saturday and Sunday)

During this visit we recorded a total of 14 hours of observation: six hours on Saturday and eight hours on Sunday. We scheduled this visit on these dates to observe the use of the waterfront walkway during a normal (non-holiday) weekend. As much as possible, as in the previous visits, we tried to schedule the observation on the segments of the walk at different times than previously. The information recorded was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Saturday August 12	6	261 (Inf. recorded at Marina, Shelter and Nature segments)
Sunday August 13	8	374 (Inf. recorded at all 4 segments)

On Sunday, it seems, people are out enjoying the outdoors and using the walkway facilities. From the information recorded, an outstanding number of users were at the Shelter segment. From 4:00 p.m. to 6:00 p.m., we recorded a total of 212 users at that segment. Again, the activity that seems most attractive to the people is to walk back and forth on the breakwater situated here. The next most popular spot during the weekend (as in the previous site visits) was the Museum segment. The least popular site was again the Nature

segment. Precise information gathered during this weekend is presented in tables 6 and 7.

Table Number 6

Manitowoc -- August 12, 1989

Two Hour Totals

Saturday, August 12 (Segment 4-Nature) 8:30 - 10:30 am

Adults

16 walking

Children

None

TOTAL 16

Saturday, August 12 (Segment 3-Shelter) 11:45 - 1:45 pm

Adults

70 going/coming from water
12 walking
4 biking
14 picnic
2 jogging
4 watching water
1 reading in shelter

Children

17 going/coming from water
4 walking
13 biking
9 picnic
43

107

TOTAL 150

Saturday, August 12 (Segment 2-Marina) 3:40 - 5:40 pm

Adults

43 walking (beach area)
16 walking (past marina)
7 biking (past marina)
2 biking (beach area)
2 jogging (beach area)
3 jogging (past marina)

Children

12 walking (beach area)
6 walking (past marina)
4 biking (past marina)
22

73

TOTAL 95

Saturday Total (6 hours) 261

Table Number 7

Manitowoc -- August 13, 1989

Two Hour Totals

Sunday, August 13 (Segment 1-Museum) 10:30 - 12:30 pm

Adults

59 walking
3 biking

62

Children

22 walking
6 biking

28

TOTAL 90

Sunday, August 13 (Segment 2-Marina) 12:35 - 2:35 pm**

Adults

40 walking (beach area)
7 walking (past marina)
1 biking (past marina)

48

Children

1 walking (beach area)

1

TOTAL 49

**NOTE: it rained for 36 minutes of the two hours

Sunday, August 13 (Segment 3-Shelter) 4:00 - 6:00 pm

Adults

144 going/coming from water
21 walking
6 biking
2 watching water from car
1 jogging

174

Children

32 going/coming from water
2 walking
4 playing by water

38

TOTAL 212

Sunday, August 13 (Segment 4-Nature) 6:05 - 8:05 pm

Adults

13 walking
1 biking

14

Children

1 walking
8 biking

9

TOTAL 23

Sunday Total (8 hours) 374

Interviews with Walkway Users

Thirteen interviews were conducted this weekend. Nine of the interviewees were people from Manitowoc, four were from other parts of Wisconsin and none were from out of State.

It was very interesting to hear what the residents of Manitowoc had to say about the waterfront. It wasn't surprising to hear how the people feel about the redevelopment efforts taking place in Manitowoc. Most of the people had very favorable attitudes to all the waterfront redevelopment activities, especially those who were long time residents of the community and had experienced the transformation of the waterfront. Most of the residents expressed their desire to expand the waterfront walkway to other areas of the city. Detailed information on the interviewees' perceptions of the use of the walkways is described on the following pages.

Manitowoc Interviews

August 12 and 13, 1989

1 - Residence/Origin

Manitowoc
9

Wisconsin
1-West Bend
1-Madison
1-Green Bay
1-Two Rivers
4

Out of State
0

2 - Reason for visiting site

6 - Just out walking

1 - Sightseeing

1 - We were at a wedding here in Manitowoc yesterday. We stayed at the Inn on the Maritime Bay.

1 - We ate breakfast at the hotel and decided to walk around.

1 - Not just for the exercise but also for a peace of mind.

3 - How often do you come here?

1 - First time

4 - 7 days a week

2 - (3-4) times a week

2 - 2 times a week

1 - Once a week

1 - 1st time this year

1 - occasionally

1 - rarely

4 - If a tourist, what else are you doing while in the area?

10 - Not applicable (live here)

1 - Going sightseeing

1 - See the Maritime Museum. We went biking in Door Co. yesterday. We're going to a car show today.

1 - We went to a wedding

5 - Awareness of waterfront

9 - Live here

1 - I drive past it every day.

1 - My husband used to fish here.

1 - We're staying at the hotel.

1 - Some friends told us about the museum.

Manitowoc Interviews

August 12 and 13, 1989

(Continued)

6 - Opinion about the facilities (specifically of the walkway)

- 1 - It's nice. I like it.
- 1 - It's nice.
- 1 - It's beautiful. They did a nice job.
- 1 - The wildflowers are very nice (nature segment). There are a lot of burdocks that are taking over though. They should be gotten rid of.
- 1 - It could be longer. It should go all the way up along the lake.
- 1 - It's very nice. I want it to expand to have a path all the way to Lincoln Park.
- 1 - It's starting to look real nice.
- 1 - I want it extended so I can run all the way down along the lake.
- 1 - It's beautiful. I want it to go further.
- 1 - It looks good.
- 1 - It's really nice. It needs more lights. (The shelter segment doesn't have lights).
- 1 - It's very nice.
- 1 - It's nice. I use it a lot. I start downtown and follow it out to Waldo Blvd.

7 - Perception of walkway

- 1 - I think it's worthwhile. Two Rivers doesn't have anything like this. I come here because of the water.
- 1 - Yes, I think it's worthwhile. They should have done this long ago.
- 1 - Yes, it's worthwhile. I think it makes a difference to me.
- 1 - I see a lot of joggers and people using it to go to the museum.
- 1 - It was definitely worth the money. It's too late in coming.
- 1 - Yes it was worth while. Otherwise people wouldn't come down here.
- 1 - It's very good for the lakeshore. Yes, it makes a difference to us.
- 1 - Yes, it was worth it. People really use it a lot.
- 1 - It's well worth it. They could raise my taxes \$20 a year and I'd still go for it. I love it.
- 1 - It's beautiful. We see a lot of people walking out here. It's beneficial.
- 1 - It used to be kind of shabby around here.
- 1 - I think it was worth it.
- 1 - I think it makes a difference. Some of the surrounding areas could be fixed up a little. (Pointed to area across river from Museum)

August 30 and 31 (Wednesday and Thursday)

This was the last site visit to Manitowoc. To get a complete picture of the walkway's use, and to show how much use the walkway received during regular weekdays, we chose a Wednesday and Thursday.

As much as possible, the times of the days when observation took place were scheduled differently from those of previous site visits. For example, since we had found that the most popular place along the walk during the afternoon hours had been the Shelter segment, we decided to take a count at this site early in the morning.

The information recorded was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Wednesday August 30	8	153 (Inf. recorded at all 4 segments)
Thursday August 31	5	128 (Inf. recorded at Marina, Shelter and Nature Segments)

Not surprisingly, the most popular spot of the walk was again the Shelter segment. Recording at this site took place Wednesday from approximately 8:00 to 10:00 a.m., and Thursday from 11:50 to 1:50 p.m. The count of users at this site alone was 56 during the morning count, and 70 during

the noon count the next day. The other popular sites were the Museum and the Marina segments. Again, the least used segment of the walk was the Nature area. More precise information is described in tables 8 and 9.

Table Number 8

Manitowoc -- August 30, 1989

Two Hour Totals

Wednesday, August 30 (Segment 3-Shelter) 8:15 - 10:15 am

Adults

26 going/coming from water
15 walking
7 biking
1 watching water

49

Children

2 going/coming from water
5 biking
--
7

TOTAL 56

Wednesday, August 30 (Segment 1-Museum) 1:00 - 3:00 pm

Adults

29 walking
3 biking
3 sitting/watching water

35

Children

3 walking
4 biking

7

TOTAL 42

Wednesday, August 30 (Segment 2-Marina) 3:05 - 5:05 pm

Adults

16 walking (beach area)
8 walking (past marina)
6 biking (past marina)
5 jogging (past marina)

35

Children

4 walking (beach area)
9 biking (past marina)

13

TOTAL 48

Wednesday, August 30 (Segment 4-Nature) 5:15 - 7:15 pm

Adults

2 biking
1 jogging

3

Children

3 biking
1 jogging

4

TOTAL 7

Wednesday Total (8 hours) 153

Table Number 9

Manitowoc -- August 31, 1989

Two Hour Totals

Thursday, August 31 (Segment 4-Nature) 7:45 - 8:45 am*

Adults

5 walking
2 biking

7

Children

2 biking

2

* One hour recording

TOTAL 9

Thursday, August 31 (Segment 2-Marina) 9:45 - 11:45 am

Adults

14 walking (beach area)
11 walking (past marina)
7 biking (past marina)
1 biking (beach area)
1 jogging (past marina)

35

Children

1 walking (beach area)
1 walking (past marina)
11 biking (past marina)
1 biking (beach area)

14

TOTAL 49

Thursday, August 31 (Segment 3-Shelter) 11:50 - 1:50 pm

Adults

12 going/coming from water
7 walking
4 biking
8 watching water
10 jogging
10 picnic
2 playing frisbee w/dog in lake
1 sleeping

54

Children

4 going/coming from water
11 biking
1 picnic

16

TOTAL 70

Thursday Total (5 hours) 128

Interviews with Walkway Users

Seven interviews were done during this site visit. All of the interviewees were from Wisconsin, four of them residents of Manitowoc. Almost half of the interviewees were at the site on vacation, which is interesting considering that interviews took place during a regular week, and that interviews were done randomly. This is very encouraging for the City; visitors from out of town are attracted to Manitowoc, bringing export revenues to the community.

People's perceptions of the walkway were again very positive. Everyone interviewed was impressed with the improvements made in the community's waterfront. Those residents of Manitowoc interviewed expressed their interest in having the walkway expanded to other areas of the City.

Interesting information gathered from the interviews is described on the following pages.

Manitowoc Interviews

August 30 and 31, 1989

1 - Residence/Origin

Manitowoc
4

Wisconsin
1-Madison
1-Green Bay
1-Bristol
4

Out of State
0

2 - Reason for visiting site

- 2 - For exercise.
- 1 - To walk my dog.
- 1 - I walk here for the scenery.
- 1 - I usually bike in the morning.
- 1 - To see the maritime museum. I used to be in the service and rode submarines.
- 1 - I came here for a relaxing lunch and nap.

3 - How often do you come here?

- 2 - First time
- 2 - 7 days a week
- 1 - 2 times a day
- 1 - (2-3) times a week
- 1 - (1-2) times a week

4 - If a tourist, what else are you doing while in the area?

- 6 - Not applicable (live here)
- 1 - Go to the Maritime Museum. Farther up the coast there's a car museum I want to see. My wife likes to stop and look at the antique shops.

5 - Awareness of waterfront

- 2 - Live here
- 3 - I drive past it every day
- 2 - Just drove by it/came across accidentally.

6 - Opinion about the facilities (specifically of the walkway)

- 2 - I like it.
- 1 - It's great, excellent.
- 1 - It's good.
- 1 - I like it. It's a big improvement over how it used to look.
- 1 - I like it. They should add more things for kids and kill the bees and seagulls. (Was trying to eat lunch with unwanted company of bees and seagulls)
- 1 - I like it. It's very neat and well kept up. It's not well advertised though.

Manitowoc Interviews

August 30 and 31, 1989

(Continued)

7 - Perception of walkway

- 1 - I wish it were closer to my office but it's a good place to take a nap.**
- 1 - I see a lot of other people using it. I think it makes a difference.**
- 1 - It's easier walking out here.**
- 1 - They should do this all the way down.**
- 1 - Yes it makes a difference otherwise we would never come here to go walking. They do keep it up nice even in winter. People do still use it to walk in winter. They do a good job.**
- 1 - It's great as long as you don't have hay fever. It gives people a chance to be down here and experience nature. It's valuable to preserve areas like this. It's valuable to be able to see red wing blackbirds and herons.**
- 1 - It's great. I'm glad they've done this area like this. I hope they keep going past here to Lincoln Zoo. That way the zoo would get more attention. I've seen Sheboygan's walkway and it's nice but it's too developed; they don't have the nature and the scenery that we have here. They should do this in Two Rivers.**

Business Interviews

During the site visits to Manitowoc, we conducted some interviews with business people in Manitowoc's downtown. We wanted to get an impression of their perceptions of the waterfront and its relation to their business activities. We randomly picked businesses in the downtown area which we thought would relate to our research question. We conducted interviews with the following types of stores: clothing, gift, antique, photography, restaurants, etc. In contrast, we excluded businesses we felt would not have much relationship with the waterfront improvements, for example, record stores, printing shops, car dealerships, dry cleaner shops, etc. The interviews were done during a weekday, usually early in the morning. At this time, owners or managers of the stores were at the businesses and were able to spare a few minutes for the interview.

As in the case of the interviews we conducted with the users of the walkway, we tried as much as possible to have a structured interview, always aiming at getting information about the impact of the waterfronts on the businesses.

Because of the nature of the interviews, not all of the people provided exactly the same information. While some of the interviewees spoke specifically about the main topic,

others talked about other matters as well. The summaries of the interviews show the difference in information gathered.

Interviews were conducted with the following types of businesses:

1. Photography
2. Pharmacies.
3. Antique, Books and Collectible Shops.
4. Clothing and Shoe Stores.
5. Department Stores.
6. Florist Shops.
7. Restaurants.

From each of the interviews we tried to obtain the following information:

1. If the business was seasonal or year round.
2. Opinion of the waterfront redevelopment, specifically the waterfront walkway.
3. If the waterfront redevelopment has a noticeable impact on the business.

In general, we found that people felt that the waterfront improvements are very important and positive to the community. Most of the people felt that the waterfront improvements did have a positive impact on their business.

On the following page the reader will find the most relevant issues discussed during the interviews. We included some of the expressions the people used, specifically when talking about their opinion of the waterfront and its impact on their business.

Manitowoc July and August, 1989

Business Interviews

1 - Is your business seasonal or year round?

2 - The summer is busier.

1 - It is seasonal, we are closed until April of this year.

6 - Year round.

2 - Opinion of the waterfront (specifically of the waterfront walkway)

1 - It looks nice. It makes the city look nicer.

1 - It's nice, I like it. There could be more garbage cans around it. I like to look at the submarine.

1 - It looks a lot nicer than before.

1 - It is nice. I live in the Cleveland neighborhood area. It has improved the whole area. I like to walk at night with my family.

1 - It needs work yet. It is not a walkway, a walkway should be made of bricks and have a lot of shrubs.

1 - The walkway looks great. Tourists comment on what a lovely town this is. People from Sheboygan come up to visit because they don't have anything down there.

1 - The lake is beautiful, we need to show it off.

3 - Does waterfront development have a noticeable impact on the business?

1 - It's great. It has an effect in downtown. Anything for the downtown is good. The new developments along the lake are nice and the walkway brings it all together.

1 - It makes a difference for sure.

2 - No.

1 - It's the best thing that has happened to Manitowoc. I'm so happy it occurred that is unbelievable! It's fantastic. As a merchant, I like to see a number of people using it. It's the basis for all future development.

1 - This town is really dying. It needs something like this. I think it makes a good impression on tourists. During Riverwalk Days it's really busy down here.

1 - I can't really tell. It's only my second season.

1 - Seems to help some. It probably brings more people here.

Summary

The information gathered from the field research in Manitowoc is interesting. Two elements of the study in Manitowoc can be put into perspective: 1) people's perceptions about the waterfront development efforts, and 2) the amount of use the waterfront walkway receives.

1) People's perceptions of the waterfront redevelopment.

- Visitors and residents alike stated that the waterfront redevelopment efforts are an asset to the community.

- Visitors are extremely impressed with the waterfront facilities in the community, as they felt that these are major attractions and a reason for their continuing visits to Manitowoc.

- Long-time residents of the city expressed a special interest in the waterfront development. They have witnessed the transformation of the waterfront from an old, semi-abandoned commercial/industrial site, to the focal point in the community for tourists.

-Other residents of the community supported expansion of the waterfront redevelopment efforts to other areas of the city.

-Merchants of the area feel that the waterfront redevelopment efforts are an attraction for the community which may bring additional potential buyers to the city.

2) Use of the waterfront walkway.

In general, not all sections of the walk received the same use. Different attractions enticed people to a particular site. The area farthest from the major attractions of the community (the Nature Segment) was the least used segment. In contrast, the most used areas of the walk are where the tourist attractions are and at the lakefront park. This lakefront park was especially attractive because of the old breakwater located there, which people particularly seem to enjoy.

As mentioned in the introduction, we can not use the information gathered to estimate the use each section of the walkway typically receives. However, to give the reader some idea of the use the walkway sections received during our entire research, we have provided below information on the

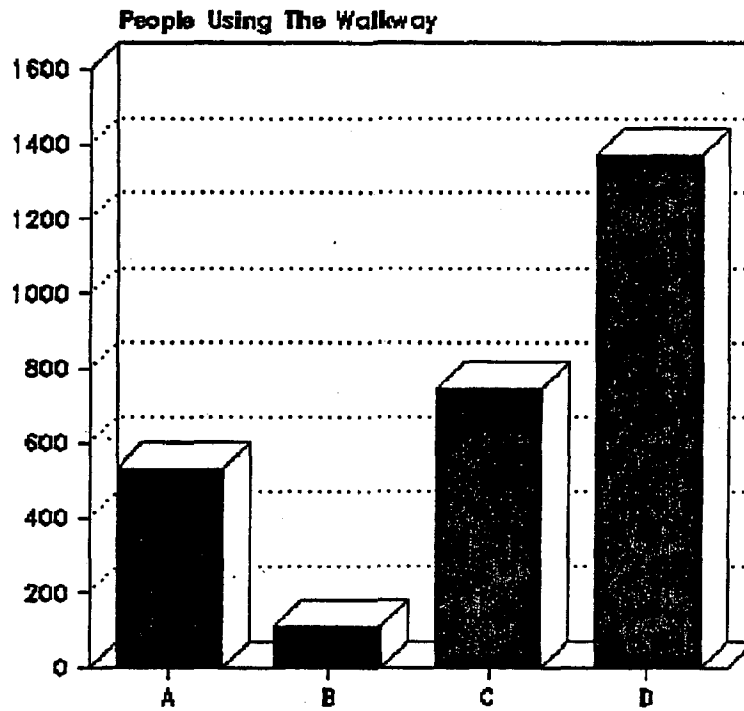
total number of people counted at each section and the amount of time of observation.

The information can be summarized below:

1. Shelter section: 1,373 people in 16 hours of observation.
2. Museum section: 750 people in 12 hours of observation.
3. Marina section: 534 people in 16 hours of observation.
4. Nature section: 111 people in 14 hours of observation.

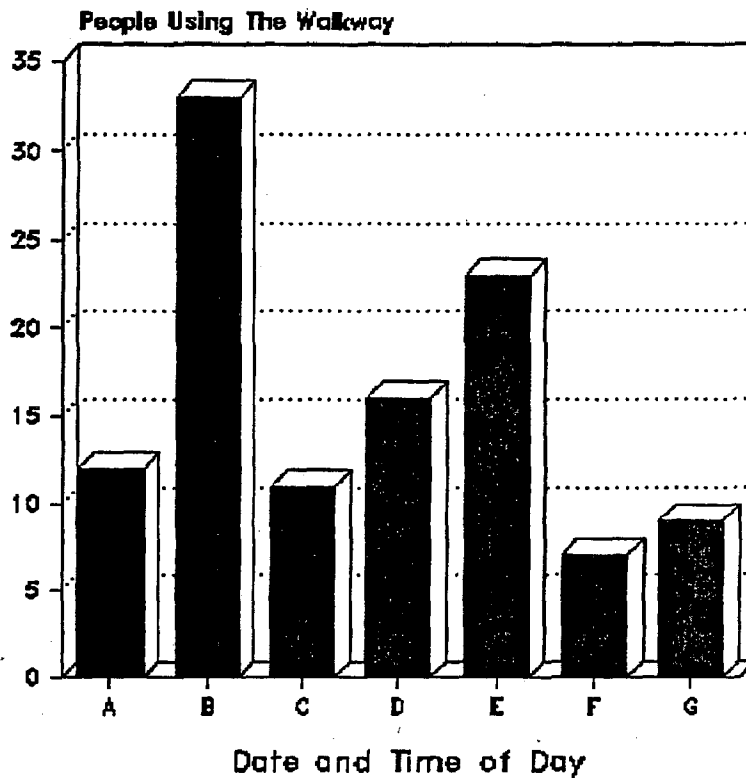
The summary information above and data on individual sections are shown on the following graphs. Data on individual sections shows the amount of people using that segment by date and time of day.

Manitowoc (All Sections)



<u>Section of the Walkway</u>	<u>Total Hours Observed</u>	<u>People Using the Walkway</u>
A - Marina	16	534
B - Nature	14	111
C - Museum	12	750
D - Shelter	16	1373

Manitowoc (Nature Section)

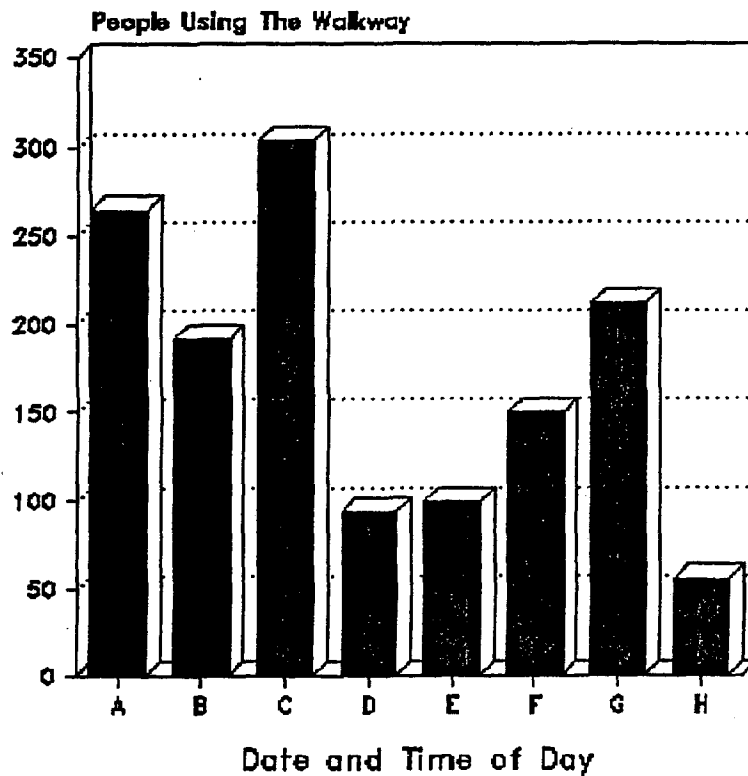


People Using the Walkway

Date and Time of Day

12	A - Monday July 3, 3:30-5:30 pm
33	B - Tuesday July 4, 9:00-11:00 am
11	C - Thursday July 20, 3:45-5:45 pm
16	D - Saturday August 12, 8:30-10:30 am
23	E - Sunday August 13, 6:05-8:05 pm
7	F - Wednesday August 30, 5:15-7:15 pm
9	G - Thursday August 31, 7:45-8:45 am

Manitowoc (Shelter Section)



People Using the Walkway

265

192

304

94

100

150

212

51

Date and Time of the Day

A - Sunday July 2, 12:40-2:40 pm

B - Monday July 3, 10:00-12:00 am

C - Tuesday July 4, 2:00-4:00 pm

D - Thursday July 20, 6:00-8:00 pm

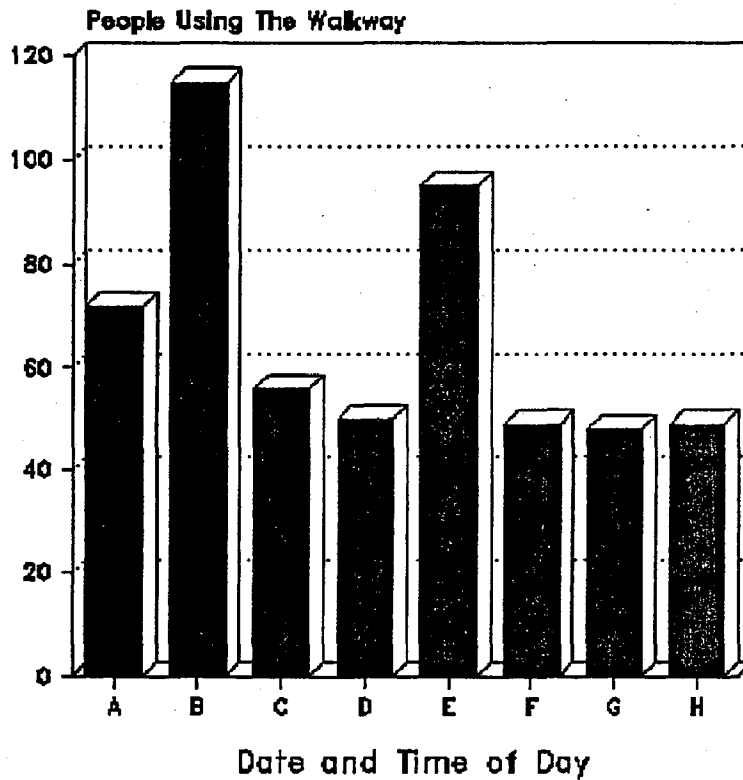
E - Friday July 21, 11:00-1:00 pm

F - Saturday August 12, 11:45-1:45 pm

G - Sunday August 13, 4:00-6:00 pm

H - Wednesday August 30, 8:15-10:15 am

Manitowoc (Marina Section)

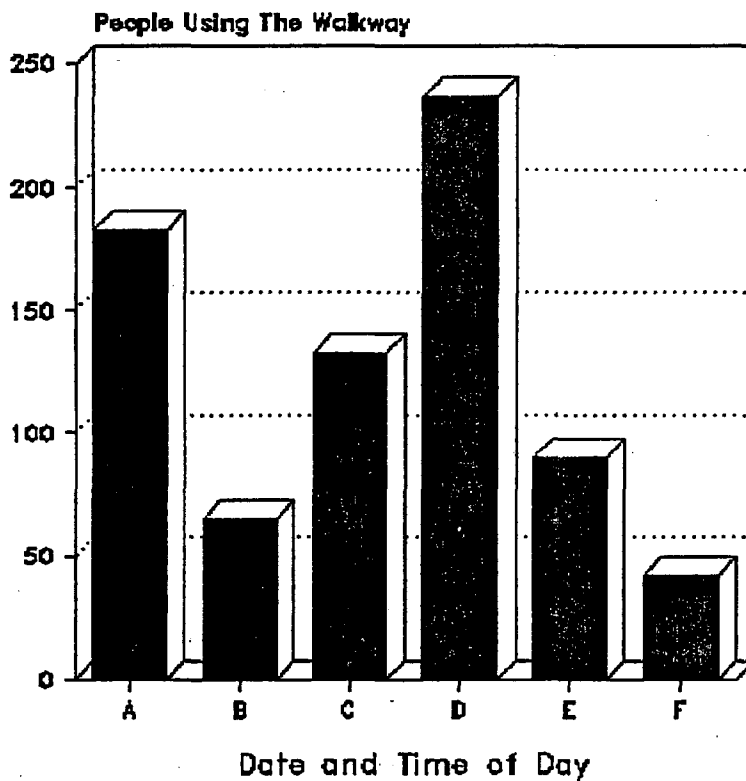


People Using the Walkway

Date and Time of Day

72	A - Monday July 3, 12:30-2:30 pm
115	B - Tuesday July 4, 11:15-1:15 pm
56	C - Thursday July 20, 1:15-3:15 pm
50	D - Friday July 21, 8:00-10:00 am
95	E - Saturday August 12, 3:40-5:40 pm
49	F - Sunday August 13, 12:35-2:35 pm
48	G - Wednesday August 30, 3:05-5:05 pm
49	H - Thursday August 31, 9:45-11:45 pm

Manitowoc (Museum Section)



People Using the Walkway

Date and Time of Day

183

A - Sunday July 2, 3:30-5:30 pm

65

B - Monday July 3, 6:15-8:15 pm

133

C - Thursday July 20, 10:00-12:00 am

237

D - Friday July 21, 1:05-3:05 pm

90

E - Sunday August 13, 10:30-12:30 pm

42

F - Wednesday August 30, 1:00-3:00 pm

SHEBOYGAN

Sheboygan's waterfront walkway is about 2500 feet long. The walkway runs along the Sheboygan river. It starts at the east side of Eighth Street and terminates at a shelter at the end of the waterfront park (Rotary Park). The walkway runs all along the newly remodeled waterfront shops, along where the charter sport and commercial fishing boats are anchored, goes along the Four Torches restaurant, and along a waterfront park.

During the field research, one portion of the walkway was still under construction. This portion is about 550 feet long, and goes from the west end of the newly remodeled shops to where the walkway meets Eighth Street.

For our study, we divided Sheboygan's walkway into three segments.

Segment Number 1 (Shops Section)

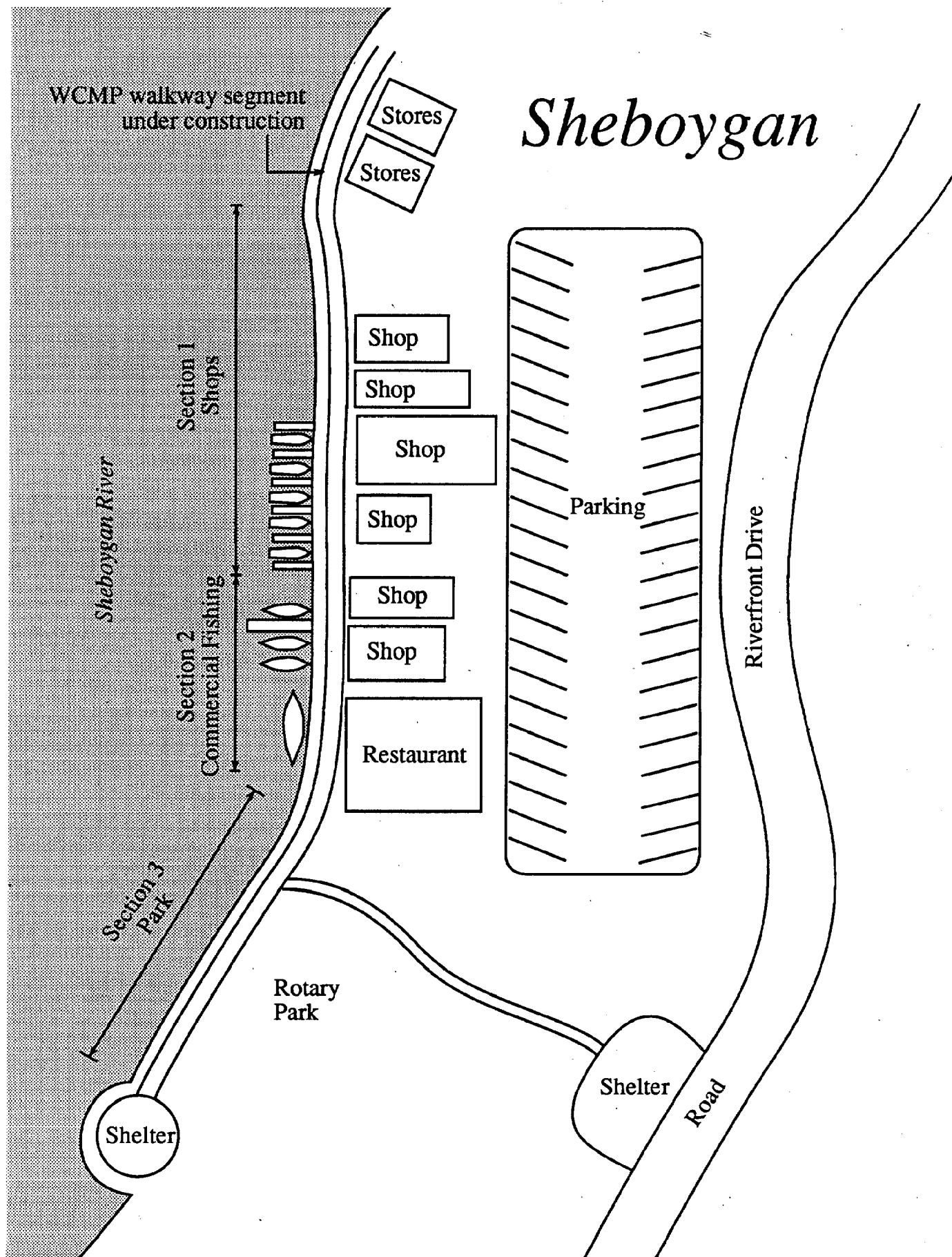
This section of the walk is about 700 feet long. It runs from where the new walkway section was constructed this summer (the end of the shops to the west) to the end of where the charter sport fishing boats are anchored.

Segment Number 2 (Commercial Fishing Section)

This section is a stretch of about 600 feet which goes from two commercial fishing shops to the Four Torches Restaurant. This section of the walk includes the area where the commercial fishing boats are anchored.

Segment Number 3 (Park Section)

This portion of the walkway runs from the Four Torches Restaurant to the end of the waterfront park. This stretch of the walkway is about 600 feet long and it runs all along Rotary Park and ends at a shelter overlooking the water.



Sheboygan

Three site visits were scheduled to the City of Sheboygan: one on a regular weekend and one on two normal weekdays, with the last site visit scheduled for Labor Day weekend.

The site visits in Sheboygan were the following:

Saturday July 15
Sunday July 16

Wednesday July 26
Thursday July 27

Saturday September 2
Sunday September 3 (holiday
Monday September 4 weekend)

Observation at all segments of the walkway was done randomly at different times of the day. Two hour count periods were recorded at any given time, trying to alternate the times of the days at each of the walkway segments.

July 15 and 16 (Saturday and Sunday)

Ten hours of observation were recorded during this weekend, four hours on Saturday and six hours on Sunday. The information recorded during this weekend was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Saturday July 15	4	718 (Inf. recorded at segments 2 and 3)
Sunday July 16	6	1173 (Inf. recorded at all 3 segments)

Counts on both days showed an outstanding amount of people using the waterfront walkway. On these two days we had the largest count ever in our research, even though we recorded two more hours of observation on Sunday than on Saturday. From the information gathered, we observed that in general all of the segments of the walk were heavily used, particularly the segment of the shops and the one next to it, which we denominated the commercial fishing section. Information about the activities of the people using the walk during the recording times and other interesting information is found in tables 10 and 11.

Table Number 10

Sheboygan July 15, 1989

Two Hour Totals

Saturday, July 15 (Segment 3 - Park Area)

1:00 - 3:00 pm

<u>Adults</u>	<u>Children</u>
146 walking	44 walking
1 biking	16 biking
7 picnic	5 skateboarding
7 watching boats	
1 jogging	<hr/> 65
1 reading	
1 taking pictures	
<hr/> 164	

TOTAL 229

Saturday, July 15 (Segment 2 - Comm. Fishing)

4:00 - 6:00 pm

<u>Adults</u>	<u>Children</u>
410 walking	69 walking
6 sitting on bench	2 jogging
1 biking	<hr/> 71
1 taking pictures	
<hr/> 489	

TOTAL 489

Saturday Total (4 hours) 718

Table Number 11

Sheboygan July 16, 1989

Two Hour Totals

Sunday, July 16 (Segment 2 - Comm. Fishing) 10:00 - 12:00 am

<u>Adults</u>	<u>Children</u>
235 walking	32 walking
3 biking	2 biking
3 watching boat	
4 jogging	
	<u>34</u>
<u>245</u>	
	TOTAL <u>279</u>

Sunday, July 16 (Segment 1 - Shops) 12:30 - 2:30 pm

<u>Adults</u>	<u>Children</u>
433 walking	72 walking
	4 biking
<u>433</u>	
	<u>76</u>
	TOTAL <u>509</u>

Sunday, July 16 (Segment 3 - Park Area) 2:45 - 4:45 pm

<u>Adults</u>	<u>Children</u>
318 walking	45 walking
4 watching boats	12 biking
4 picnic	
2 biking	
	<u>57</u>
<u>328</u>	
	TOTAL <u>385</u>

Sunday Total (6 hours) 1173

Interviews with Walkway Users

About nine interviews with walkway users were conducted during this weekend. Interviews were conducted on a random basis. Many of these interviews were conducted with people that were walking in pairs or in small groups, or as a family. Because of this, even if we conducted one interview with the group, we sometimes recorded more than one response on a particular issue. Also, as mentioned before, these were structured interviews; interviewees, however, sometimes did not address the particular issue that we asked in our guided conversation.

We tried to obtain consistent information, similar to that we obtained in Manitowoc's interviews:

1. Origin of the interviewee or permanent residence.
2. Main reason for visiting the site.
3. How often the interviewee visited the community.
4. If the interviewee was a tourist, what else he, she or they would do while staying in the area.
5. Awareness of the waterfront.
6. Interviewee's opinion of the waterfront.
7. Perceptions of the walkway.

Of those interviewed on this weekend, four people were from Sheboygan, four were from within the State and one was from Nebraska.

All of the people interviewed expressed how impressed they were with the waterfront. Those people who were long time residents of Sheboygan and who had experienced the

transformation of the waterfront, expressed how different the site looked. People felt that any improvements done to the waterfront were definitely worth the investment.

The information on the following pages presents people's comments on the main issues discussed during the interviews. We tried to keep some of the comments in the interviewees' own words.

Sheboygan Interviews

July 15 and 16, 1989

1 - Residence/Origin

Sheboygan

4

Wisconsin

1-Kohler
1-Plymouth
1-Madison
1-Beaver Dam
4

Out of State

1-Nebraska

2 - Reason for visiting site

7 - To walk
3 - Own commercial fishing boat
1 - I came here for a pleasant afternoon

3 - How often do you come here?

3 - First time
2 - Seven days a week
1 - (2-3) times a week
1 - Once a week
2 - 1 time per month
2 - (3-4) times per year

4 - If a tourist, what else are you doing while in the area?

8 - Not applicable (live here)
1 - Visit Kohler Andre State Park
1 - Go fishing
1 - Visit relatives

5 - Awareness of waterfront

6 - Live here (or near)
2 - Watched development in local papers
1 - Motel told us about
1 - Were driving through area
1 - Relatives live here

6 - Opinion about the facilities (specifically of the walkway)

7 - It's nice
1 - Great. I love it!
1 - It's all right as long as I don't have to pay the taxes on it.
1 - It's a mass improvement. I get a lot of compliments from customers
(owner of fishing charter)
1 - It's beautiful. I really like it. They did a super job.

7 - Perception of walkway

- 1 - Nature is a high interest to me. This development seems to pinpoint the natural aspects of the site.**
- 1 - It's well worth the investment. It's the only exciting thing in this town (out of state visitor).**
- 1 - This area was real shabby-looking before. It was worth the investment, but we need a big marina.**
- 1 - It's better than it used to be.**
- 1 - It's a good idea. They should add on to it.**
- 1 - Definitely an improvement over what it used to be, but they don't let us fish over here anymore. This side is where all the fish are.**
- 1 - It was absolutely worth the investment.**
- 1 - Sheboygan needs to do something like this to stay competitive. It was a good idea.**

July 26 and 27 (Wednesday and Thursday)

The next site visit to the City of Sheboygan took place on regular weekdays in the middle of the summer. For recording observation during this site visit, we chose different times of the days at different segments of the walkway than on our first visit. Twelve hours of observation were recorded on this visit. Six hours were recorded on Wednesday and six hours on Thursday. The information obtained was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Wednesday July 26	6	739 (Inf. recorded at all 3 segments)
Thursday July 27	6	364 (Inf. recorded at all 3 segments)

Considering that the recording took place on a normal weekday, the counts recorded show how heavily used this walkway is.

Undoubtedly, during this site visit, the most used areas of Sheboygan's waterfront walkway were the shops and commercial fishing segments. About 85% of the total users recorded during these two days were at these segments. It appears that most of the people just enjoy taking leisurely walks along the waterfront walkway and visiting the stores.

Information on the times of day and precise activities of the people using the walkway are shown in tables 12 and 13.

Table Number 12

Sheboygan July 26, 1989

Two Hour Totals

Wednesday, July 26 (Segment 1 - Shops) 10:30 - 12:30 pm

<u>Adults</u>	<u>Children</u>	
212 walking	80 walking	
2 biking	3 biking	
<hr/>	<hr/>	
214	83	TOTAL <u>297</u>

Wednesday, July 26 (Segment 3 - Park Area) 1:30 - 3:30 pm

<u>Adults</u>	<u>Children</u>	
39 walking	7 walking	
5 biking	5 jogging	
3 watching water	<hr/>	
5 jogging	12	
3 picnic		
1 landscaping		
<hr/>		
56		TOTAL <u>68</u>

Wednesday, July 26 (Segment 2 - Comm. Fishing) 6:15 - 8:15 pm

<u>Adults</u>	<u>Children</u>	
299 walking	67 walking	
1 biking	6 biking	
1 watching boats	<hr/>	
<hr/>	73	
301		TOTAL <u>374</u>

Wednesday Total (6 hours) 739

Table Number 13

Sheboygan July 27, 1989

Two Hour Totals

Thursday, July 27 (Segment 3 - Park Area)

10:15 - 12:15 pm

<u>Adults</u>	<u>Children</u>
59 walking	23 walking
3 biking	8 biking
4 watching water	
2 jogging	<u>31</u>
3 picnic	
1 mowing lawn	
<u>72</u>	

TOTAL 103

Thursday, July 27 (Segment 2 - Comm. Fishing)

2:00 - 4:00 pm

<u>Adults</u>	<u>Children</u>
126 walking	29 walking
2 biking	9 biking
4 watching boats	
<u>132</u>	<u>38</u>

TOTAL 170

Thursday, July 27 (Segment 1 - Shops)

4:15 - 6:15 pm

<u>Adults</u>	<u>Children</u>
78 walking	7 walking
2 jogging	4 jogging
<u>80</u>	<u>11</u>

TOTAL 91

Thursday Total (6 hours) 364

Interviews with Walkway Users

We conducted about 11 interviews during this site visit. Four of the people interviewed were from out of State, five were residents of Sheboygan and two were residents of other parts of Wisconsin.

A wide variety of opinions about the waterfront were expressed during the interviews. From the comments we received, we found in general that most of the people are very impressed with the improvements to the waterfront. Residents of the area felt that improvements were an asset to the community in attracting visitors. As in the case of Manitowoc, long time residents of the area commented about the dramatic change the waterfront has experienced. From being old, worn-down and probably the most unpleasant site in town, the waterfront became one of the City's most attractive areas. Other people expressed the necessity of expanding the facilities and providing for more attractions in the area. Detailed information about interviewees' comments regarding the facilities is shown on the following pages.

Sheboygan Interviews

July 26 and 27, 1989

1 - Residence/Origin

Sheboygan

5

Wisconsin

1-Sheboygan Falls

1-Kiel

2

Out of State

1-Florida

1-Chicago, IL

1-Marshall, IA

1-Rockford, IL

4

2 - Reason for visiting site

4 - To look at boats

1 - To get some sun and relax

1 - For the view

1 - Meeting a friend

1 - I used to live here. I'm going to visit the lake.

1 - Taking an evening walk. I do a mile every night for exercise.

1 - Ate at restaurant (Four Torches) and decided to take a walk.

1 - Visiting shops with friends

3 - How often do you come here?

1 - First time

1 - Seven days a week

1 - Two times a week

1 - Once a week

2 - (3-4) times per year

1 - (40-50) times a summer

1 - Once a month

1 - Once every two weeks

1 - Once every three weeks

1 - Every once in a while. I don't have a lot of time.

4 - If a tourist, what else are you doing while in the area?

6 - Not applicable (live here)

2 - Visit lake

1 - Working at a summer camp, visiting shops.

1 - Eat at restaurant

1 - Visit Door Co.

5 - Awareness of waterfront

6 - Live here

1 - Used to live here

1 - I've been coming here for years

1 - Coming down from Door County

1 - Came along with friends

1 - Come boating here

6 - Opinion about the facilities (specifically of the walkway)

4 - Nice

1 - It's beautiful. There are a lot of nice shops and restaurants.

1 - They're really doing a superb job. This used to be a rough part of town.

1 - I like it. It's beautiful. I like everything about it.

1 - It's beautiful but we need to keep the skateboards and bikes off.

They're really hazardous for the people walking down here, especially the elderly.

1 - It's great, beautiful. It's the best thing for Sheboygan. Now we can bring visitors here.

1 - It's a nice walkway but you need more to do. There should be some entertainment or recreation. There's nothing down here.

1 - It's alright. It's an improvement. It used to be a factory and a rotting dock down here. It wasn't safe to walk on.

7 - Perception of walkway

2 - I think it was worthwhile.

1 - It was a pretty expensive thing. It's nice though.

1 - Yes, it makes a difference. I come down here more and I think it attracts tourists. It used to be trees where this park is.

1 - It was worth every penny.

1 - I like the rustic look of the buildings but the prices are high because of the tourists.

1 - It's an improvement but I don't approve of development on the other side. It would take down our house.

1 - I just moved here a year ago and I've heard horror stories of how it used to be. They should develop the coal area across the river.

1 - It's better than it used to be.

1 - They ought to tear down old buildings and make the water more accessible and keep the hotels back. For the future that's what you need--to keep the water open. Chicago's waterfront is wonderful.

September 2, 3 and 4 (Labor Day weekend)

As in the case of Manitowoc, we wanted to gather information about the use of walkways on a busy weekend. We recorded 16 hours of observation during this holiday weekend. Six hours were recorded on Saturday, six hours on Sunday and four hours on Monday. As expected on a holiday weekend, we recorded a very high count of people using the walkway. The information obtained is summarized below:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Saturday Sep. 2	6	1081 (Inf. recorded at all 3 segments)
Sunday Sep. 3	6	903 (Inf. recorded at all 3 segments)
Monday Sep. 4	4	338 (Inf. recorded at segments 1 and 2)

The highest counts logged were at the shops and commercial fishing segments. A record number of 532 people were recorded from 2:45 to 4:45 pm on Saturday afternoon at the shops segment. Over 400 people were registered that same day from 5:45 to 7:45 p.m. at the commercial shipping segment.

The small variance of the use of the walkways between Saturday and Sunday can be explained because of the times of day when the information was recorded. For example, 532

people were recorded at the shops segments on a Saturday afternoon; we later recorded 337 users on Sunday morning. It is important to note that during this weekend, we recorded five users who were in wheelchairs.

More precise information about the activities of the users of the walkway is found in tables 14, 15 and 16.

Table Number 14

Sheboygan September 2, 1989

Two Hour Totals

Saturday, September 2 (Segment 3 - Parks)

12:15 - 2:15 pm

<u>Adults</u>	<u>Children</u>
100 walking	22 walking
2 wheelchair	9 biking
6 watching water	2 skateboarding
3 jogging	
<hr/>	<hr/>
111	33

TOTAL 144

Saturday, September 2 (Segment 1 - Shops)

2:45 - 4:45 pm

<u>Adults</u>	<u>Children</u>
456 walking	69 walking
2 biking	4 biking
1 jogging	
<hr/>	<hr/>
459	73

TOTAL 532

Saturday, September 2 (Segment 2 - Comm. Fishing)

5:45 - 7:45 pm

<u>Adults</u>	<u>Children</u>
321 walking	72 walking
2 biking	5 biking
1 watching water	4 skateboarding
<hr/>	<hr/>
324	81

TOTAL 405

Saturday Total (6 hours) 1081

Table Number 15

Sheboygan September 3, 1989

Two Hour Totals

Sunday, September 3 (Segment 1 - Shops) 10:40 - 12:40 pm

<u>Adults</u>	<u>Children</u>
290 walking	39 walking
2 wheelchair	1 biking
2 watching water	
3 jogging	
	<u>40</u>
<u>297</u>	
	TOTAL <u>337</u>

Sunday, September 3 (Segment 2 - Comm. Fishing) 12:55 - 2:55 pm

<u>Adults</u>	<u>Children</u>
255 walking	65 walking
1 biking	1 wheelchair
1 watching water	
	<u>66</u>
<u>257</u>	
	TOTAL <u>323</u>

Sunday, September 3 (Segment 3 - Park) 3:05 - 5:05 pm

<u>Adults</u>	<u>Children</u>
185 walking	42 walking
2 picnic	8 biking
	6 skateboarding
	<u>56</u>
<u>187</u>	
	TOTAL <u>243</u>

Sunday Total (6 hours) 903

Table Number 16

Sheboygan September 4, 1989

Two Hour Totals

Monday, September 4 (Segment 1 - Shops)

8:50 - 10:50 am

<u>Adults</u>	
103	walking
3	biking
3	jogging
<hr/>	
109	

<u>Children</u>	
9	walking
<hr/>	
9	

TOTAL 118

Monday, September 4 (Segment 2 - Comm. Fish)

11:30 - 1:30 pm*

<u>Adults</u>	
200	walking
1	wheelchair
1	jogging
<hr/>	
202	

<u>Children</u>	
17	walking
1	biking
<hr/>	
18	

TOTAL 220

*NOTE: At 1:08 started to rain

Monday Total (4 hours) 338

Interviews with Walkway Users

During this weekend, we randomly conducted a total of 20 interviews. Of the people we talked to, 10 were from Sheboygan, 8 from other parts of Wisconsin and 2 from out of State.

We recorded a wide variety of comments regarding the waterfront. People in general had a very positive perception of the improvements to the waterfront. Some people commented that they thought the facilities should be expanded to other parts of the City. In general we found that the waterfront was a major attraction for the people, since they enjoy being close to the water. Some people expressed their interest in improving the waterfront as a means of promoting tourism development in the location. Interestingly, five (or 25%) of the people we talked to were first time visitors to the area.

Detailed information gathered from the interviewees in their own words is found on the following pages.

Sheboygan Interviews

September 2 - 4, 1989

1 - Residence/Origin

Sheboygan

10

Wisconsin

3-Madison
1-Milwaukee
1-Watertown
1-Ft. McCoy
1-Whitewater
1-Oshkosh

Out of State

1-New York
1-Chicago, IL

2 - Main reason for visiting the site.

5 - Just out walking

2 - Exercise

1 - We went riding around and came to see what's down here.

1 - We came to see it after reading an article about it in the paper.

1 - We're stuck here because of the weather (boaters), but I selected here because of the walkway. I knew there were some nice shops and restaurants here.

1 - To see the boats.

1 - We're enjoying the weather, water and walking.

1 - I'm visiting my aunt.

1 - We're walking with our son. We come here a lot.

1 - We came here with our son. He lives in Sheboygan.

1 - We're out for a ride and decided to stop here.

1 - I own two charter fishing boats here.

1 - We're out "touristing"

1 - We ate breakfast at the restaurant down here.

1 - It's a nice place down here. It's a good place to bring Mom (elderly woman in wheelchair).

3 - How often do you come here?

5 - First time

2 - 7 days/week

2 - 2 days/week

1 - 3-4 days/week

1 - once/week

2 - once/month

2 - 2/3 times/year

2 - once/year

1 - 3-4 times/summer

1 - second time

1 - third time

4 - If a tourist, what else are you doing while in the area?

- 11 - Not applicable (live here)
- 4 - Go boating, shopping, eat
- 1 - Go to the American Club in Kohler, fishing
- 1 - Sightsee, visit, see Kohler
- 1 - Go to Terry Andre State Park, anywhere there's beaches
- 1 - Visiting my son
- 1 - Going to Manitowoc and up along coast

5 - Awareness of waterfront

- 8 - Live here
- 1 - I have two boats here.
- 1 - I walk with my son and last year when it was hot I just came down here.
- 1 - We've been coming to Voyager's Quay for about two years.
- 1 - I came here during a storm once last summer.
- 1 - I've been here to Sheboygan before.
- 1 - Friends from Door County told me about it.
- 1 - We saw an article about it in the Milwaukee Journal.
- 1 - I've read about the development over the years.
- 1 - I stayed at the Harbor Inn about five years ago and came out here for a walk and I've been coming back ever since.
- 1 - I have a friend who lives on the beach down here and owns an art gallery.
- 1 - Our son lives here.
- 1 - We stumbled onto it when we were driving by.

6 - Opinion about the facilities (specifically of the walkway)

- 6 - It's very nice.
- 1 - This is excellent.
- 1 - It's nice. It has a lot more potential.
- 1 - I like it. It's pretty. That's why I come back.
- 1 - I love it!
- 1 - I like it but I heard it's not standing up, that the boards will have to be replaced.
- 1 - I like it. I wish it was bigger; there should be more boats.
- 2 - It's great!
- 1 - I like it.
- 1 - We love it. They should keep it going out, out, out. We go up and back a few times to get enough walking in. I think it's great. The more development they do here by the lake the more I like it.
- 1 - It's great. We walked all the way down here. We live on 8th St. and Ontario. We're lucky we made it down here. I'm not sure if we'll get home.
- 1 - I love it. It's wonderful. It's the nicest place in this city. I come here in the winter, too. Tell the government they should extend it all the way down. It's too bad more people don't take advantage of it.
- 1 - I think it's great for Sheboygan. It should be expanded on. Expansion is not only great for Sheboygan, it's also great for me (commercial fishing boat owner). They go hand in hand.
- 1 - The change looks nice but I liked the old buildings too.

7 - Perception of walkway

- 1 - It doesn't make a difference to me. I liked it both ways.
- 1 - It's one of the best things happening in Sheboygan.
- 1 - I think it will bring tourists here. I'm from a military base and I plan on bringing friends here and rent a boat. It's as close to the water as you're going to get. It's going to make the city a lot of money - eventually.
- 1 - For younger people it's great. I wish they'd do something on 8th Avenue. We need a small grocery store downtown. There are a lot of older people who could use it.
- 1 - I love it.
- 1 - Yes, absolutely, it was worth the investment. Racine has experienced a "renaissance" economically because of their development. I think as it expands it will attract more of the boating public and will be able to accommodate them. They have disposable income to spend here in town and I think it will be good for the community.
- 1 - It's nice. It's the best thing they've done. I really like it.
- 1 - It's beautiful now. We know how it looked down here before. It's really beautiful now.
- 3 - Yes, it makes a difference. I think it's worthwhile.
- 1 - This is great!
- 1 - I think it was worth it.
- 1 - It's nice.
- 1 - I think it's the only thing Sheboygan has going for it.
- 1 - Otherwise I wouldn't be down here. I think it's a good investment. Our downtown doesn't have anything anymore.
- 1 - It doesn't matter to me personally but I like it.
- 1 - Yes, it makes a difference. Any time they can improve something old it's a good thing.
- 1 - I think it's worthwhile. We need to protect our waterways and this is a good way to do it.

Business Interviews

To obtain information on how businesses perceive the waterfront redevelopment efforts in the community, we conducted eight random interviews with merchants of the area. Interviews took place during weekdays when most owners or managers of the stores were willing to spend some time talking to us. We chose stores that were adjacent to or in the vicinity of the waterfront improvements. In general, we followed the same interview approach we used in Manitowoc. That is, we structured the interview to obtain certain types of information, such as opinion of the waterfront redevelopment efforts, impact of the waterfront on their business, etc.

Interviews were conducted with the following types of businesses:

1. Clothing Stores
2. Gift Stores
3. Food Stores
4. Restaurants
5. Sport Shops

From the interviews we conducted, it seems that most of the business people are very appreciative of the waterfront improvements. All of the seasonal businesses expressed their interest in continuing the redevelopment improvements along the shoreline. People in general were aware of the benefits

that the improvements bring to the community. Even from those interviews with businesses that were not seasonal by nature, we found that there is an almost general consensus about the benefits of the waterfront improvements.

More detailed information on the data gathered is shown on the following page.

Sheboygan July 1989

Business Interviews

1-Is your business seasonal or year round?

- 3-It's busier in the summer**
- 5-It's a year round business**

2-Opinion of the waterfront (specifically of the walkway)

- 1-It's very nice, attractive. But there's not much business from the walkway.**
- 1-Yes, it has an effect. It's great. It would make a difference if it was not there. It makes the area nicer and brings tourists.**
- 1-Yes, it would make a difference to me if it wasn't here; it was worth the investment. I wish they'd expand it.**
- 1-It doesn't matter to me one way or the other.**
- 1-It's nice for walking. It brings a lot of out of town people, mostly in the summer, especially boaters.**
- 1-The riverfront definitely needed improvement. I'm glad they're doing it; it's good.**
- 1-We need what they're doing, it's good for business. I love to walk on the riverfront. I'm for redevelopment. It's a nice continuation of the riverfront. They have to keep the bicycles and skateboards off, they're dangerous for people walking - especially the elderly.**
- 1-I'm encouraged by the development. I think it will help business. It's exciting. I think this is very important and I think Sheboygan will see a big influx of people as it expands. It's one of the most positive things happening; it adds to the beauty of the area. It facilitates beauty. Anything that brings more people down here to the riverfront is good.**

3-Does waterfront development have a noticeable impact on the business?

- 5-Yes**
- 3-No**

Summary

Sheboygan's field data can be divided into two categories:

1) people's perceptions of the waterfront redevelopment efforts, and 2) use of the waterfront walkway.

1) Perceptions of the waterfront redevelopment efforts.

-Sheboygan's waterfront walkway is confined to a relatively small area. People feel that this is a major focal point for the community and one of the most important tourist attractions of the city.

-Most of the residents feel that the improvements to the waterfront are beneficial to the community because they are of high quality and attract tourists to the area.

-Long-time residents stated that they were aware of the tremendous transformation the waterfront has undergone, from an old shanty fishing area to a major tourist attraction.

-Residents feel that the city needs to expand the improvements to other areas of the waterfront which are unpleasant and which appear to be underutilized.

-People suggested skateboards and bikes be kept off the walk, as they were dangerous especially to the elderly.

-Merchants of the area, especially those involved in seasonal businesses, feel that the waterfront improvements are key in attracting visitors to the area.

2) Use of the Waterfront Walkway.

It appears that the areas of the waterfront walkway which receive the most use are those which offer things to see and do for tourists. These portions of the waterfront are at the shops and restaurant areas, which is also where the charter boats and other fishing activities take place. The least used area of the walkway appears to be the segment farthest from the major tourist attractions. These are the same conclusions we reached from analysis of the Manitowoc data.

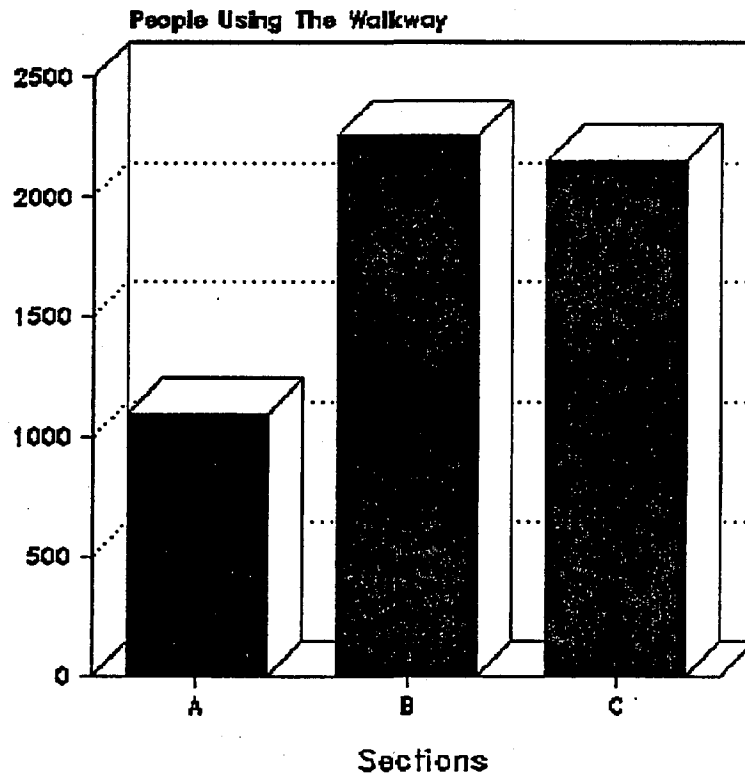
As with Manitowoc, in order to have an idea of the use each section of the walkway received during our research, we have provided below information on the total number of people counted at each section and the amount of time of observation.

The information is summarized as follows:

1. Commercial Fishing section: 2,260 people in 14 hours of observation.
2. Shops section: 2,157 people in 12 hours of observation.
3. Park section: 1,100 people in 12 hours of observation.

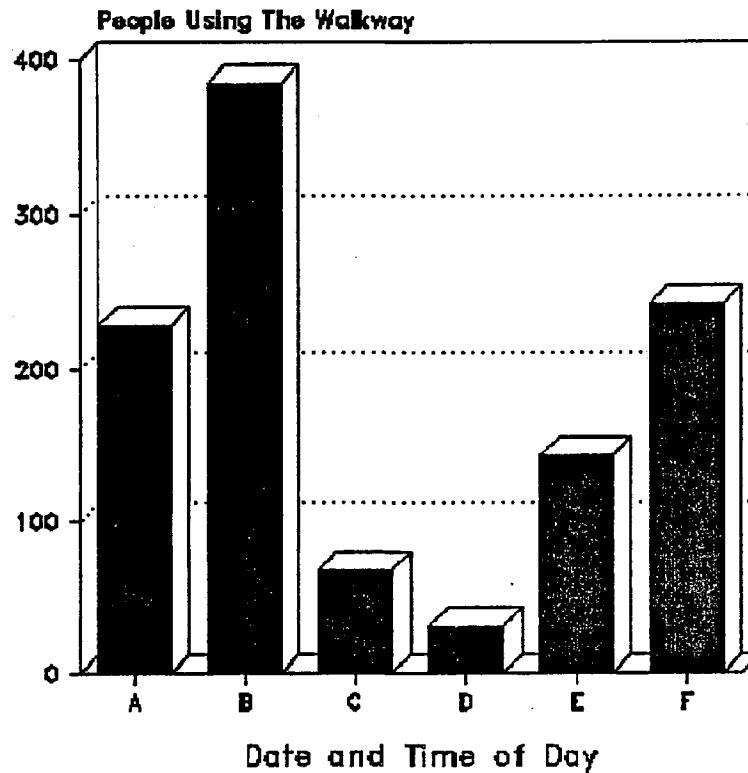
The summary information above and data on individual sections are shown on the following graphs. Data on individual sections shows the amount of people using that segment by date and time of day.

Sheboygan (All Sections)



<u>Section of the Walkway</u>	<u>Total Hours Observed</u>	<u>People Using the Walkway</u>
A - Park	12	1100
B - Commercial Fishing	14	2260
C - Shops	12	2157

Sheboygan (Park Section)



People Using the Walkway

229

385

68

31

144

243

Date and Time of the Day

A - Saturday July 15, 1:00-3:00 pm

B - Sunday July 16, 2:45-4:45 pm

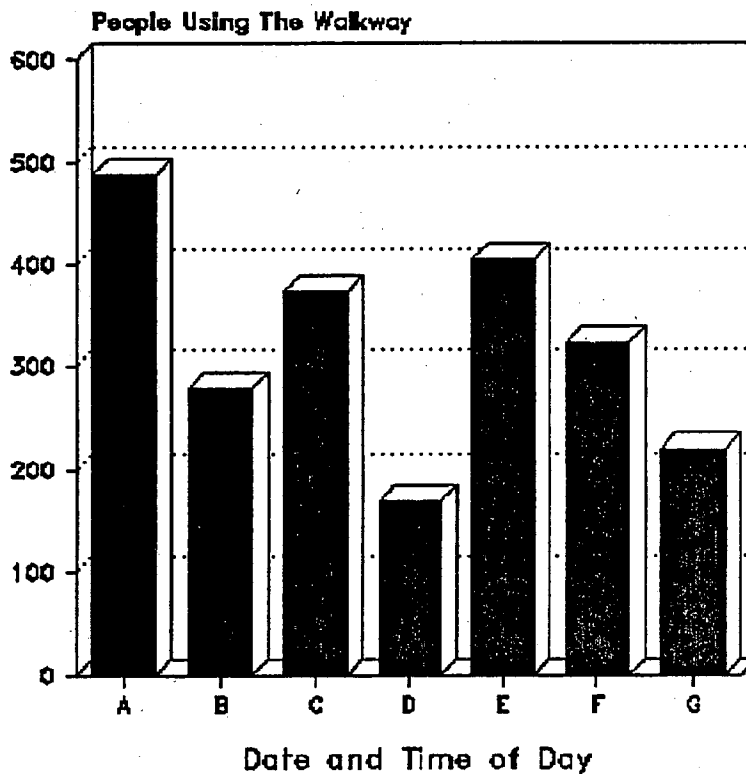
C - Wednesday July 26, 1:30-3:30 pm

D - Thursday July 27, 10:15-12:15 pm

E - Saturday Sept. 2, 12:15-2:15 pm

F - Sunday Sept. 3, 3:05-5:05 pm

Sheboygan (Commercial Fishing Section)



People Using the Walkway

489

279

374

170

405

323

220

Date and Time of the Day

A - Saturday July 15, 4:00-6:00 pm

B - Sunday July 16, 10:00-12:00 am

C - Wednesday July 26, 6:15-8:15 pm

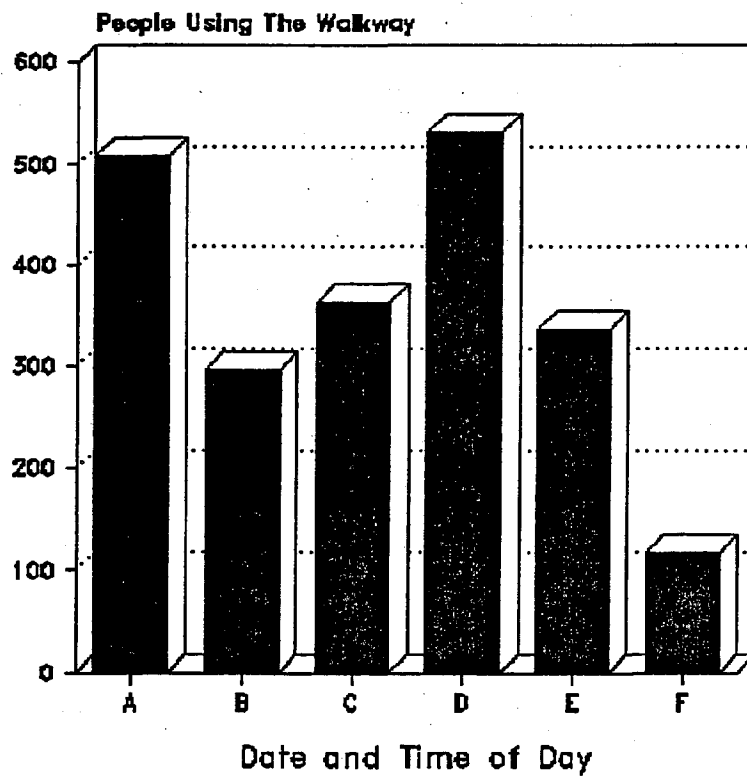
D - Thursday July 27, 2:00-4:00 pm

E - Saturday Sept. 2, 5:45-7:45 pm

F - Sunday Sept. 3, 12:55-2:55 pm

G - Monday Sept. 4, 11:30-1:30 pm

Sheboygan (Shops Section)



People Using the Walkway

Date and Time of Day

509	A - Sunday July 16, 12:30-2:30 pm
297	B - Wednesday July 26, 10:30-12:30 pm
364	C - Thursday July 27, 4:15-6:15 pm
532	D - Saturday Sept. 2, 2:45-4:45 pm
337	E - Sunday Sept. 3, 10:40-12:40 pm
118	F - Monday Sept. 4, 8:50-10:50 am

Milwaukee

The City of Milwaukee has developed a comprehensive strategic riverfront development plan. The main component of the plan is a walkway along the river in the downtown district. Some segments of this riverwalk have been completed. This is a long term effort that involves constructing sections of the walkway at intervals whenever funds become available.

The Wisconsin Coastal Management Program awarded the City of Milwaukee a grant for building an important segment of the riverfront walkway. This segment is located on the east bank of the Milwaukee River, from the Wells Street bridge north along the new Milwaukee Repertory Theater facilities to connect with a similar riverwalk that is part of the Milwaukee Center Development. This section of the riverwalk enhances the riverside amenities of the Performing Arts Center and Pere Marquette Park located immediately to the north of the walk. The segment of the walk analyzed is about 475 feet long.

Milwaukee differs from the other communities analyzed. Milwaukee's riverfront is in a downtown, urban setting, and may not represent as critical a component of the waterfront redevelopment efforts as in the other communities, where the waterfront walkway was perhaps the major tourist attraction

for the community. Milwaukee's walk is intended to provide for more attractive waterfront access for the public, rather than to attract tourists to the city.

In general, the reader should keep in mind that Milwaukee differs from the other two smaller communities analyzed in that its waterfront walkway is not the focal point of the community, and that secondly, the walkway is still in its early stages of development.

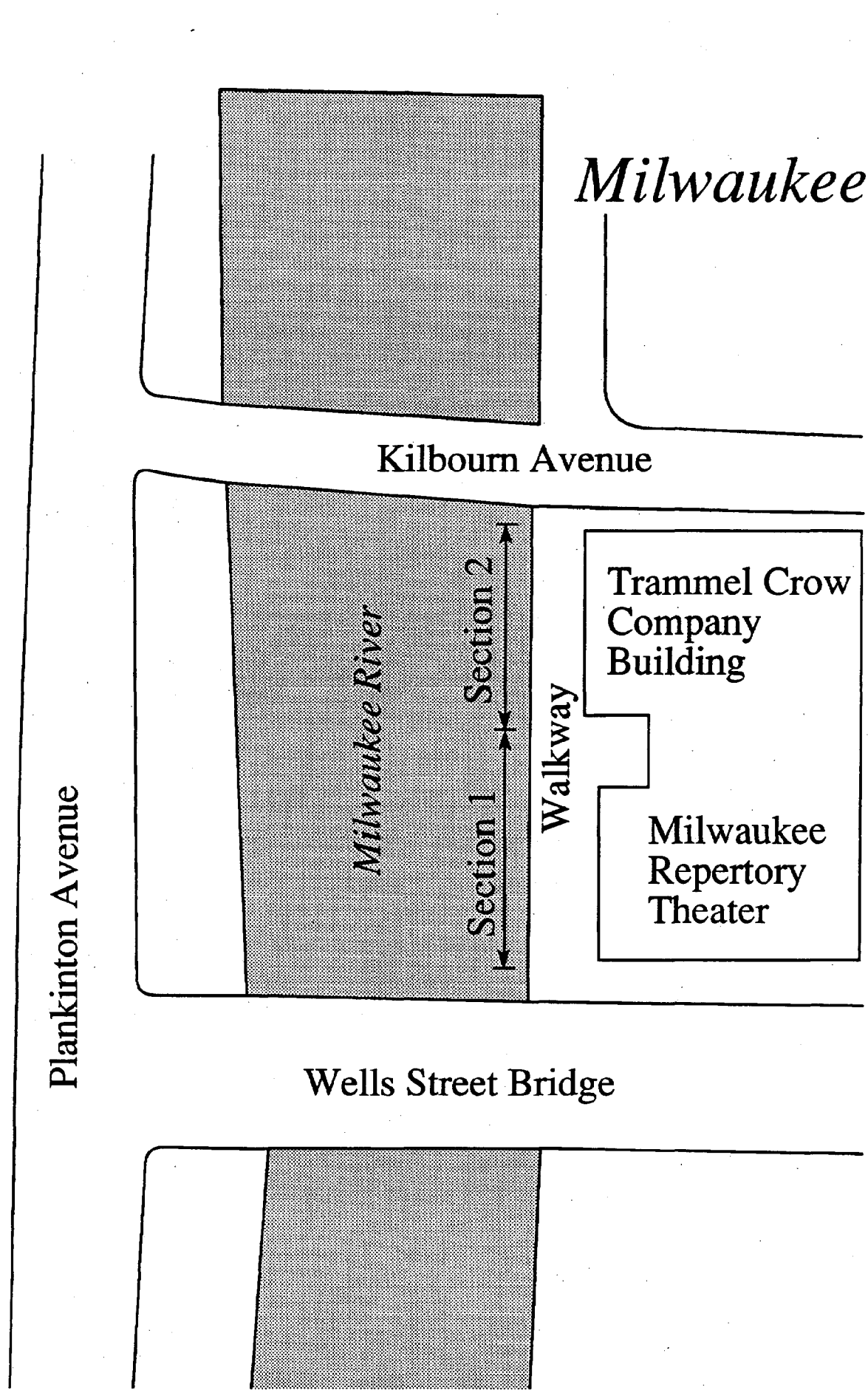
To be consistent with our previous analysis, we divided Milwaukee's riverfront area into two segments.

Segment Number 1 (Repertory Theater Section)

The first section of the walk goes from Wells St. to the end of the back of the Repertory Theater. This section is about 215 feet in length.

Segment Number 2 (Trammell Crow Section)

The second section of the walk goes from the end of the back of the Repertory Theater along the Milwaukee Center to Kilbourn Avenue. The length of this stretch is about 260 feet.



Milwaukee

Kilbourn Avenue

Plankinton Avenue

Milwaukee River

Section 1
Section 2

Walkway

Trammel Crow
Company
Building

Milwaukee
Repertory
Theater

Wells Street Bridge

We conducted three site visits to the City of Milwaukee, one on a weekend and two on regular weekdays.

The site visits to Milwaukee were on the following dates:

Tuesday	August 1
Wednesday	August 2
Saturday	August 19
Sunday	August 20
Thursday	August 24
Friday	August 25

Segments of the walkway were observed randomly at different times of the day. With the exception of the first site visit (where on one day we had a count lasting one hour), our recordings were of two hour time periods.

August 1 and 2 (Tuesday and Wednesday)

During this first site visit, we recorded five hours of observation. On Tuesday, August 1, we recorded only one hour, from 4:30 to 5:30 p.m. After 5:30 p.m., Milwaukee's downtown became very quiet, and the riverwalk segment was hardly used.

The information recorded during this site visit was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Tuesday August 1	1	26 (Inf. was recorded at the Repertory Theater Segment)
Wednesday August 2	4	178 (Inf. was recorded at both segments)

On Tuesday, the number of people using the walkway was minimal. This may be due to two things: One, we only had one hour of observation. Two, our recording took place in the afternoon, when Milwaukee's downtown area typically receives little use.

Things picked up on Wednesday when our recordings took place late morning and early afternoon. We recorded a considerably higher number of people using the walkway. Most of the people used the walkway as a means of commuting from one site to another. An interesting detail we observed at this part of the walkway was that at noon time, there is a small food stand with a couple tables and chairs right in the middle of this section of the walkway. Some people stopped and enjoyed lunch at this outdoor cafe stand. More information on the activities recorded at this site visit is found in tables 17 and 18.

Table Number 17

Milwaukee August 1, 1989

Two Hour Totals

Tuesday, August 1 (Segment 1 - Repertory Theater) 4:30 - 5:30 pm*

<u>Adults</u>		<u>Children</u>			
20	walking	2	walking		
1	biking	3	skateboarding		
<hr/>		<hr/>			
21		5		TOTAL	<u>26</u>

* One hour recording 26

Table Number 18

Milwaukee August 2, 1989

Two Hour Totals

Wednesday, August 2 (Segment 2 - Trammell Crow) 10:00 - 12:00 am

<u>Adults</u>	<u>Children</u>	
43 walking	1 walking	TOTAL <u>44</u>

Wednesday, August 2 (Segment 1 - Repertory Theater) 12:45 - 2:45 pm

<u>Adults</u>	<u>Children</u>	
121 walking	7 walking	
2 eating at cafe	1 skateboarding	
2 reading at cafe		
1 working at cafe	<u>8</u>	
<u>126</u>		TOTAL <u>134</u>

Wednesday Total (4 hours) 178

Interviews with Walkway Users

We conducted 11 interviews during this site visit. Ten people were residents of the Milwaukee area (seven were originally from Milwaukee and three from other parts of the State), and one was visiting from Chicago.

People in general thought the riverwalk was beneficial to the city and convenient for commuting while being close to the water. Most people thought the riverwalk needed some additional improvements to make it more attractive. Of most concern, however, was the condition of the riverwater.

People interviewed felt that something must be done to have a cleaner river, which would in turn make the whole riverfront experience much more pleasant. Detailed information about interviewees' opinions and perceptions of the riverwalk is shown on the following pages.

Milwaukee Interviews

August 1 and 2, 1989

1-Residence/Origin

<u>Milwaukee</u>	<u>Wisconsin</u>	<u>Out of State</u>
7	1-Greendale 1-Greenfield 1-New Berlin <u>3</u>	1-Chicago, IL

2-Reason for visiting site

- 4-Easiest way to get to Grand Ave. Mall
- 1-Doing a promotional campaign for a local business
- 1-I'm out for a walk at lunch
- 1-We're bumming around downtown
- 1-It's the closest way from the park to work
- 1-We're exploring downtown Milwaukee
- 1-Easiest way from Performing Arts Center to office
- 1-To have lunch at the sidewalk cafe (set up on the walkway)

3-How often do you come here?

- 5-First time
- 3-Five days a week
- 1-Two days a week
- 2-Once a week

4-If a tourist, what else are you doing while in area?

- 10-Not applicable (live/work here)
- 1-Doing a promotional campaign

5-Awareness of waterfront

- 10-Work/live here
- 1-Working in area selling hair salon offer

6-Opinion about the facilities (specifically of the walkway)

- 1-It's beautiful. It reminds me of the walkway in Chicago.
- 1-I like it. I wish the other side looked this nice though.

- 1-It's great. I love it. It's an excellent way to let people see the river. It's (the river) not beautiful now but I expect it will be. This is nice. It's a good start.
- 1-The walk is nice but this river is disgusting.
- 1-It's nice. I think it's great but it should have more flowers and green plants.
- 1-It's real nice.
- 1-It's nice, very attractive. I think it's really convenient.
- 1-I like it. It saves time.
- 1-It's nice. I hope they extend it all the way to Wisconsin Avenue.
- 1-It's nice; kind of sterile looking though; it needs plants.
- 1-I like it.

7-Perception of walkway

- 1-I like it. It's good for the community.
- 1-I like it being next to the water, having access to it. In the evening with the lights on this would be romantic.
- 1-It's nice. I've never seen this before the walkway was built.
- 1-It adds a lot to the make-up of the city.
- 1-I think it's a big improvement.
- 1-Yes, it matters to me. It's very convenient.
- 1-Yes, it's important to me; it's easier and more convenient for me to get through here and I can look at the smelly river (sarcasm). You can actually see garbage floating in it!
- 1-Yes, it's important; we are enjoying it.
- 1-Yes, it makes a difference to me.
- 1-I like the area a lot better. They did a good job.

August 19 and 20 (Saturday and Sunday)

Our next site visit to Milwaukee was on a weekend. We recorded a total of eight hours of observation, four hours on Saturday and four hours on Sunday. The number of people using the walk on this weekend was the smallest count we recorded at a site during our research. This small count is not an indication of the lack of interest in or attraction of the riverfront walkway. The walkway is situated downtown among business offices that are primarily closed on weekends. And it is only fair to recognize the many other attractions the City offers for residents and visitors. Indeed, even though we had a relatively small count of people using the riverwalk, our interviews show people's interest in the riverwalk.

The basic information recorded during this weekend was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Saturday August 19	4	42 (Inf. recorded at both segments)
Sunday August 20	4	25 (Inf. recorded at both segments)

A unique situation was recorded during this weekend. All of the 67 users of the walkway during this weekend were adults. No children were recorded using the riverwalk. Since the

walkway is in a downtown urban setting, there really are no major attractions for children along the walkway. As mentioned before, the City offers other more attractive, family-oriented facilities where people may enjoy spending their weekends.

Information on times of the day the counts were recorded and the activities of the people using the walkway is shown in tables 19 and 20.

Table Number 19

Milwaukee August 19, 1989

Two Hour Totals

Saturday, August 19 (Segment 1 - Repertory Theater) 10:45 - 12:45 pm

<u>Adults</u>	<u>Children</u>	
15 walking	none	
1 biking		
<hr/> 16		
		TOTAL <u>16</u>

Saturday, August 19 (Segment 2 - Trammell Crow) 1:30 - 3:30 pm

<u>Adults</u>	<u>Children</u>	
26 walking	none	
		TOTAL <u>26</u>

Total Saturday (4 hours) 42

Table Number 20

Milwaukee August 20, 1989

Two Hour Totals

Sunday, August 20 (Segment 1 - Repertory Theater) 11:30 - 1:30 pm

<u>Adults</u>	<u>Children</u>
12 walking	none
1 biking	
<hr/> 13	
	TOTAL <u>13</u>

Sunday, August 20 (Segment 2 - Trammell Crow) 2:30 - 4:30 pm

<u>Adults</u>	<u>Children</u>
11 walking	none
1 biking	
<hr/> 12	
	TOTAL <u>12</u>

Sunday Total (4 hours) 25

Interviews with Walkway Users

We had the opportunity to randomly interview eight people during this weekend. Of the eight people we talked to, six were non-residents of Milwaukee, and four of them were from out of State.

Basically, the people interviewed were taking the opportunity to get acquainted with Milwaukee's downtown.

Most people thought the riverwalk is an asset to the community. They mentioned, however, that many improvements are still necessary to have a complete riverwalk development. The site right across from this segment of the riverwalk is totally undeveloped. Many people would like to have the same walkway facilities on both sides of the river.

In general, residents as well as visitors to the community thought very highly about Milwaukee's downtown riverfront development efforts. More precise information on people's opinion of the riverwalk is shown on the following pages.

Milwaukee Interviews

August 19 and 20, 1989

1-Residence/Origin

<u>Milwaukee</u>	<u>Wisconsin</u>	<u>Out of State</u>
2	1-Mequon <u>1</u> -Oshkosh 2	1-Mt. Prospect, IL 1-Seafood, Delaware 1-Florida <u>1</u> -Sweden 4

2-Reason for visiting site

- 1-To get somewhere (meeting someone)
- 1-Walking to tourist boats
- 1-I wanted to see it completed.
- 1-I went to the Performing Arts Center for lunch.
- 1-It's a nice way to relax and collect my thoughts.
- 1-I used to live in Milwaukee. I'm out walking to see it.
- 1-Just out walking

3-How often do you come here?

- 4-First time
- 1-Once a month
- 1-Not very often
- 1-I haven't been here for a long time - 5 years.
- 1-Two days a week

4-If a tourist, what else are you doing while in area?

- 3-Not applicable (live/work here)
- 1-Came for Irishfest and to see the river
- 1-Go to a Harley Davidson dealer meeting. See the zoo.
- 2-Go sightseeing, shopping
- 1-Go on tourist boat ride

5-Awareness of waterfront

- 1-I walk a lot. In the winter a friend and I walked by and saw the construction. I wanted to see what it looked like when it was finished.

- 1-I drive by it every day.
- 1-I was just out being adventurous, exploring the city, and I came down here.
- 1-I keep an office here in the city and I come back often.
- 2-I just came across it while walking.
- 1-We were walking past and saw it was open and thought we'd use it as a shortcut.

6-Opinion of the facilities (specifically of the walkway)

- 1-It's pretty, clean and nice. I like it.
- 1-It's beautiful but they need to do something for the other side. Farther down it looks like the other side is fixed up some, but right here it doesn't look real nice.
- 1-It's nice. They need to label the buildings. You can't tell what anything is. They should do the other side like this.
- 1-It's pretty.
- 1-I love it.
- 1-It's very nice. they need to clean up the other side though.
- 1-It's definitely a big improvement. I think it's a welcome development for this city. They need to do things like this to get people to the downtown. I think they should keep going and build more along the river here.

7-Perception of the walkway

- 1-It makes a difference. It's a lot easier to cut through here, especially during the week. A lot of people use it to get through here.
- 1-I appreciate it. I didn't see the river as that accessible before. I like it.
- 1-I think it's worthwhile.
- 1-I think it makes a difference. It used to look like the other side over there. It's encouraging to see what they've done.
- 1-It's nice. It really provides a great service to people, not only for the people who use it to get from office to office, but also for people like me who are just out walking. It's great to just walk along here and look at the water and collect your thoughts and relax. It helps you get a peace of mind. I think it's great.

August 24 and 25 (Thursday and Friday)

Our last site visit to Milwaukee was on a Thursday and Friday. On Thursday we counted the largest number of people using the walkway facilities. This situation was not really due to the fact that our count was taken on a weekday, but rather to the time of the day when we took our recordings. The information gathered was the following:

<u>Date</u>	<u>Total Hours Observed</u>	<u>Total Users of the Walkway at Different Segments</u>
Thursday August 24	4	271 (Inf. recorded at both segments)
Friday August 25	4	173 (Inf. recorded at both segments)

The information we recorded on Thursday was very interesting. From noon to 2:00 p.m., we counted 243 people using the walk. In contrast, from 3:00 to 4:00 p.m. we only recorded 27 users. On Friday, we observed a similar situation.

It is clear from these figures that people are more likely to use the walkway facilities around lunch time, when people have more time to walk around the downtown or simply go out for lunch and a stroll along the riverfront. Note that the children using the walkway were minimal. This may be because the walkway is located downtown among office buildings. This

facility may not be as attractive for children as other areas of Milwaukee.

Precise information on when data was recorded is shown in tables 21 and 22.

Table Number 21

Milwaukee August 24, 1989

Two Hour Totals

Thursday, August 24 (Segment 1 - Repertory Theater) 12:00 - 2:00 pm

<u>Adults</u>	<u>Children</u>
229 walking	12 walking
1 biking	<u>12</u>
1 sitting in window/reading	
<u>231</u>	

TOTAL 243

Thursday, August 24 (Segment 2 - Trammell Crow) 3:00 - 4:00 pm

<u>Adults</u>	<u>Children</u>
26 walking	1 walking
1 biking	
<u>27</u>	

TOTAL 28

Thursday Total (4 hours) 271

Table Number 22

Milwaukee August 25, 1989

Two Hour Totals

Friday, August 25 (Segment 1 - Repertory Theater) 9:30 - 11:30 am

<u>Adults</u>	<u>Children</u>	
19 walking	none	
1 biking		
<hr/> 20		
		TOTAL <u>20</u>

Friday, August 25 (Segment 2 - Trammell Crow) 12:30 - 2:30 pm

<u>Adults</u>	<u>Children</u>	
150 walking	3 walking	
		TOTAL <u>153</u>

Friday Total (4 hours) 173

Interviews with Walkway Users

During this site visit we conducted 13 interviews. Most of the people were residents of Milwaukee. People interviewed were very favorable about the riverfront walkway development, and most stated that they would like to see construction of the riverfront continued. Many of the people interviewed just happened to be at the site on their lunch break. They were very interested in the use of the facility and the expansion of additional amenities. They expressed their concern regarding the necessity of cleaning up the river and providing for green space along the waterfront.

Information and interesting comments the people made about the riverwalk are found on the following pages.

Milwaukee Interviews

August 24 and 25, 1989

1-Residence/Origin

<u>Milwaukee</u>	<u>Wisconsin</u>	<u>Out of State</u>
10	1-Colgate 1-Elm Grove 2	1-Freeport, IL

2-Reason for visiting site

1-I'm on my way to my parking spot over at the Performing Arts Center.
1-I'm out at lunch doing some reading.
1-I'm just out for a walk at lunch.
1-I'm showing it to a friend here.
1-We're just out walking; we came to see the new hotel.
1-We just left Rainbow Summer and are out walking.
1-I saw it from the bridge and saw people using it and thought I'd come over to see it. I'm just out exploring today.
1-I'm going back to work from Rainbow Summer.
1-It's the shortest way to the Performing Arts Center.
1-We're out walking and enjoying the river.
1-We're browsing downtown and enjoying Milwaukee.
1-To get to work. I went out for lunch.
1-I'm a messenger for a law firm. I'm delivering some work.

3-How often do you come here?

6-First time
2-Once a week
1-Five days a week
1-Three days a week
1-I came here once before
1-I came here 3 times before
1-Every day that it's nice in the Spring, Summer and Fall

4-If a tourist, what else are you doing while in the area?

11-Not applicable (live/work here)
1-Eat, shop, go to the mall
1-Have lunch, go to the lakefront, museum, Performing Arts Center

5-Awareness of waterfront

8-Just saw it/stumbled upon it

3-Saw it under construction and knew it was open

1-We came down to see the new building and thought we'd come down by the water.

6-Opinion about the facilities (specifically of the walkway)

3-It's nice.

3-I like it.

1-It's nice in the summertime at least.

1-It should have benches and places to sit. I like it.

1-It's great, excellent! I bring people down here to see it. I like what they're doing.

1-It's beautiful. They should have restaurants down here. The other side is an eyesore though, they should fix it up. You could do the other side like this or maybe try murals.

1-It's nice. It needs benches to sit on.

1-It's nice. The river needs to be cleaned up though.

1-It's marvelous. Dad here is 84 and he's seen a lot of changes. It's amazing all the changes they've done downtown.

7-Perception of the walkway

2-Yeah, it makes a difference to me. It looks nice. I like it.

1-It's nice down here by the river. I think it's a good idea.

1-I like it. It's a good thing as long as people use it.

1-It's fine. It makes a difference. It's not a problem for us.

1-It's a good thing. They need to take care of the river.

1-Yes, it makes a difference to me. It makes good use of an asset, the river. It's been ignored for a long time.

1-It's very nice. It makes a difference to me. It's beautiful.

1-It just makes it a nice place to walk.

1-It's nice. It makes a difference to me. I use it a lot for lunch. I like to sit here in the sun and read. I see a lot of people using it.

1-Yes, it makes a difference. We hear favorable things about Milwaukee from friends in California. It's clean, nice and there are things to do. This is really great. It's a great city!

1-It needs places to sit, and tables. We need more amenities here. They need to clean up the river and make it more aesthetically pleasing. There should be some green space. There's not enough grass and trees. In designing

you can make a place sterile or architecturally make it pleasing and well suited for people. If they added the places to sit and some plants it would have more people using it.

Business Interviews

The business interviews we conducted in Milwaukee differ from those we conducted in Manitowoc and Sheboygan. The information gathered may not have as much significance as that gathered in the other communities. However, to be consistent with the methodology used, we are including information about the Milwaukee interviews we conducted.

Our interviews in Milwaukee were with business people located in the surrounding area of the riverfront who were willing to spare some of their time.

In general, Milwaukee business people were more sensitive about the interview, more critical in their comments and overall less communicative than the business people we interviewed in Manitowoc and Sheboygan. We conducted four interviews with the following types of businesses:

1. Computer stores
2. Pharmacy stores
3. Furniture Stores

When we conducted our business interviews in the other communities, we found that, generally, people were very aware of the waterfront redevelopment activities. We also found that people felt that waterfront redevelopment efforts were an asset in attracting tourists to the community. The

business in those communities had almost a direct relationship with the improvements along the waterfront.

With one exception, the business people we interviewed in Milwaukee did not feel the waterfront walkway had any relationship to their businesses. However, most of the people interviewed did feel that the waterfront improvements enhanced Milwaukee's downtown.

Information from the interviews is shown on the following page.

Milwaukee August 1989

Business Interviews

1-Is your business seasonal or year round?

4-Year round

2-Opinion of the waterfront (specifically of the walkway)

1-It's nice, beautiful. It adds a lot to Milwaukee. It looks sharp.

1-It looks nice.

1-It sounds like a nice idea.

1-Any development makes things better. It would be nice when the river is cleaned up, but until that's done it's a waste of water. We need more stringent laws like Hudson Bay. The river now is filthy; I don't think people would use a walkway.

3-Does waterfront development have a noticeable impact on the business?

3-No

1-Yes. A lot of out of town people comment about how nice it is down here by the river.

Summary

Consistent with Manitowoc and Sheboygan, we divided the information gathered from our field research in Milwaukee into two categories: 1) people's perceptions of the riverfront walkway, and 2) use of the facility.

1) Perceptions of the riverfront walkway.

- Milwaukee's riverfront walkway is still in the early stages of development. People interviewed felt, however, that the improvements made so far enhance Milwaukee's downtown.
- People felt that the riverfront improvements should continue and be expanded on, since there are many areas along the riverfront that are still unpleasant.
- In general, people were enthusiastic about the riverfront improvements; however, they also stated that other amenities (such as green areas, benches, etc.) along the riverfront were needed as part of the waterfront redevelopment efforts.
- Many of the people were deeply concerned about the quality of the riverwater. They felt that it was very

important to have a clean river to compliment the waterfront improvements.

- In general, area merchants thought the riverfront improvements were an asset to the community.

2) Use of the riverfront walkway.

The data gathered shows a clear distinction of day and time when the riverfront walkway receives the most use. In general, we found that the walkway receives its heaviest use during lunch time on regular weekdays. At other times (for example, the evening) and on other days (the weekends), we noticed a definite decline in walkway usage.

As with Manitowoc and Sheboygan, in order to have an idea of the use each section of the walkway received during our research, we have provided below information on the total number of people counted at each section and the total hours of observation.

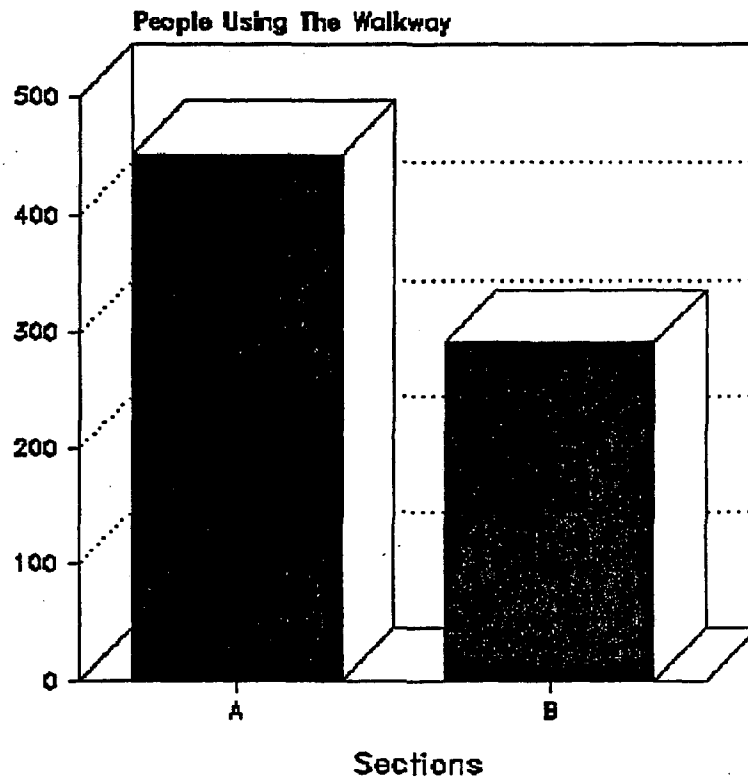
The information can be summarized as follows:

1. Repertory Theater section: 452 people in 11 hours of observation.

2. Trammell Crow section: 292 people in 9 hours of observation.

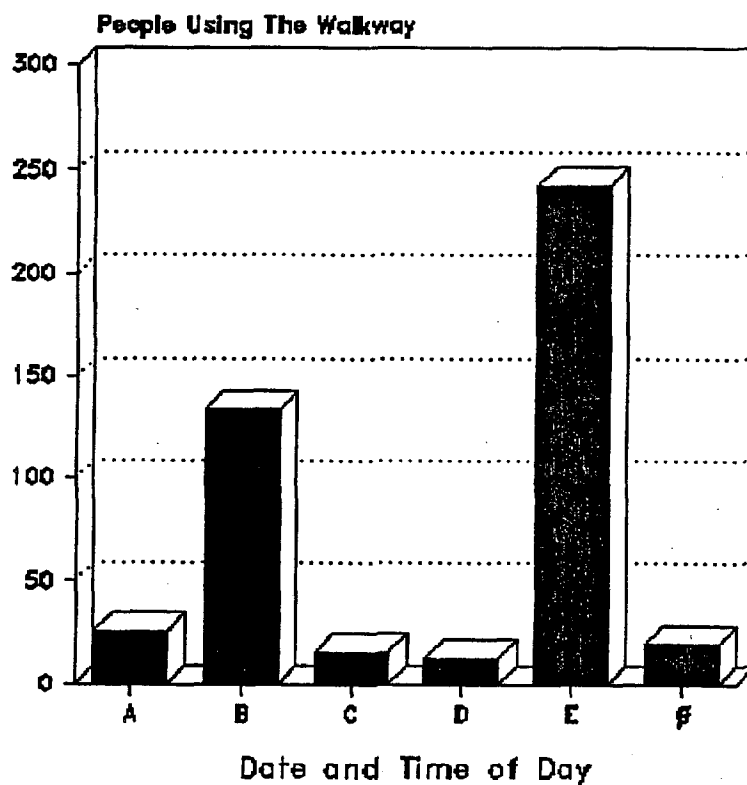
The following graphs show the information above as well as the data gathered at individual sections. Data on individual sections shows the amount of people using that segment by date and time of day.

Milwaukee (All Sections)



<u>Section of the Walkway</u>	<u>Total Hours Observed</u>	<u>People Using the Walkway</u>
A - Repertory Theater	11	452
B - Trammell Crow	9	292

Milwaukee (Repertory Theater Section)

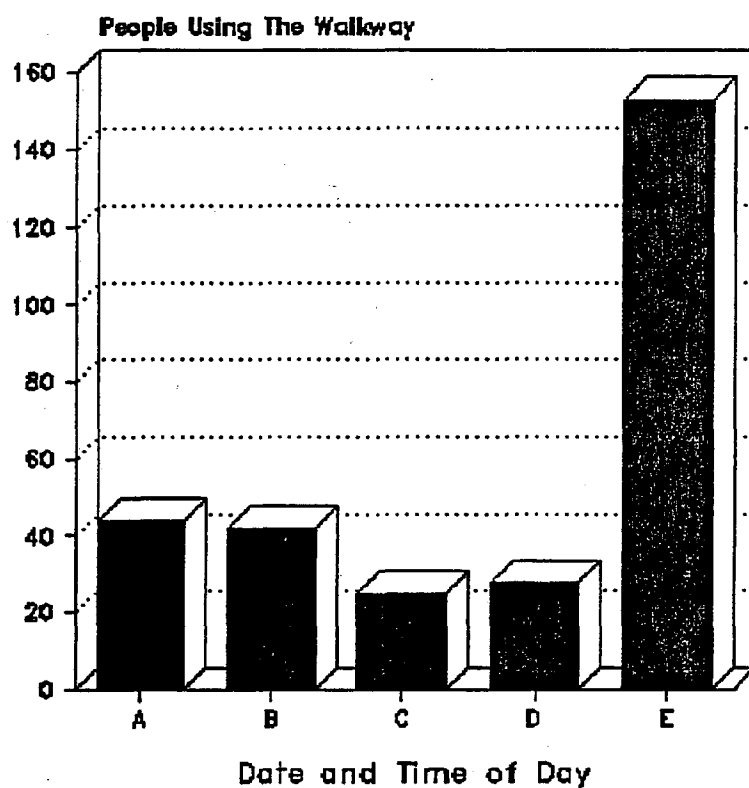


People Using the Walkway

Date and Time of Day

26	A - Tuesday August 1, 4:30-5:30 pm
134	B - Wednesday August 2, 12:45-2:45 pm
16	C - Saturday August 19, 10:45-12:45 pm
13	D - Sunday August 20, 11:30-1:30 pm
243	E - Thursday August 24, 12:00-2:00 pm
20	F - Friday August 25, 9:30-11:30 am

Milwaukee (Trammell Crow Section)



People Using the Walkway

Date and Time of Day

44	A - Wednesday August 2, 10:00-12:00 am
42	B - Saturday August 19, 1:30-3:30 pm
25	C - Sunday August 20, 2:30-4:30 pm
28	D - Thursday August 24, 3:00-4:00 pm
153	E - Friday August 25, 12:30-2:30 pm

V. CONCLUSIONS

Two major findings were attained in this research:

- 1) The amount of use the waterfront walkways get, and
- 2) The significance of the walkways, which was accounted by people's perceptions about these facilities. (Users of the walkways and merchants in the surrounding areas of the facilities).

Amount of use the waterfront walkways get

The three waterfront walkways analyzed in this research differ from one another, therefore it is impossible to make a valid comparison among them about the use they get.

While Manitowoc and Sheboygan's walkways are a focal point for the community and an important element on their waterfront redevelopment efforts, they differ in length. Length makes a big difference in the amount of use a walkway gets. Sheboygan walkway is smaller in length than Manitowoc, therefore more concentration of people occur. Also different from Manitowoc, Sheboygan's major waterfront attractions are concentrated along most of the waterfront walkway.

Milwaukee's riverfront is also a different situation. Milwaukee is a larger City and the riverfront is just an

additional attraction to the community. The riverfront is also in early stages of development. The riverfront may eventually become a major attraction for the community, however at this time, it represents an additional feature for Milwaukee's downtown.

In all of the communities, all of the waterfront walkway facilities are extensively used. The main difference in the amount of use depends in the location of a particular segment of the walkway. It was observed that certain segments of the walkway are more heavily used depending on the attractions in this area. In general, the more attractions were provided the more use the particular segment got. The farthest from the major attractions, the least use the walkway got.

Significance of the walkways

The waterfront improvements, specifically the waterfront walkways in all of the communities, are highly appreciated by the users of the facilities.

Most of the people interviewed showed much interest in the waterfront redevelopment efforts of the communities. People in general are supportive of walkway development. Opinions from the people using the waterfront walkways and merchants

of the area expressed that the waterfront improvements are indeed an important asset for the community.

Communities are experiencing an economic revitalization due in part to the waterfront improvements which in turn invites people to visit the community. Many people interviewed had read or heard of the waterfront improvements. People feel that all the improvements in the waterfront enhance the communities attraction.

Long time residents of Sheboygan and Manitowoc expressed how they cities have experienced a tremendous transformation along the waterfront. These areas used to be old deteriorated semi abandoned and underused areas which now have been turned into major focal points and major attractions of the communities.

APPENDIX

OBSERVING BEHAVIOR

LOCATION _____ DATE _____

SEGMENT _____

TIME STARTED _____

TIME FINISHED _____

TIME
hours

ADULTS (MORE THAN 18)

CHILDREN

Walking Biking Other Walking Biking Other

0 -:15 _____

:16-:30 _____

COMMENTS

TIME
hours

ADULTS (MORE THAN 18)

CHILDREN

Walking Biking Other Walking Biking Other

:31-:45

:46-1:00

COMMENTS

1:01-1:15

TIME
hours

ADULTS (MORE THAN 18)

CHILDREN

Walking Biking Other Walking Biking Other

1:16-1:30

COMMENTS

1:31-1:45

1:46-2:00

COMMENTS

DATE DUE			
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